MARCH, 1930

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BOOKBINDING MAGAZINE

Local Bookbinders Associations
by A. L. WUNSCH, ISADORE SPINNER, F. F. HESSE

Modernist Publicity for Bindery
by C. H. WILHELM

Control Plan for Production
by W. T. KELLY

Humidity Control in Bindery
by A. E. DAVIS

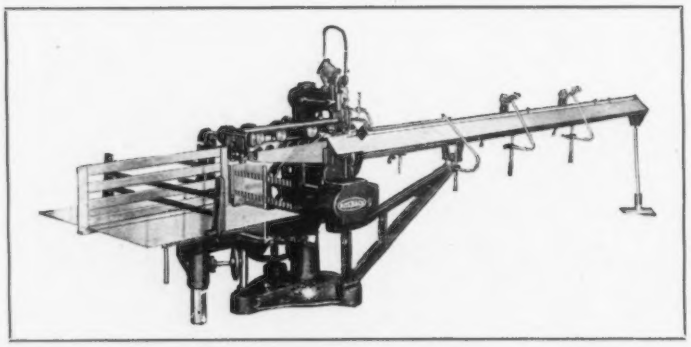
Second Publisher-Binder Meeting
by HERBERT J. STOECKEL

The Official Business Paper of the Bookbinding Industry

The ROSBACK

SINGLE HEAD, MULTIPLE STATION AUTOMATIC FEED WIRE STITCHER

Equipped with Boston High Speed Head



Automatically Feeds and Delivers the pamphlet.

Automatically spaces the staples.

Automatically staggers the staples.

Sizes from 7-in. to 26-in. long with 2, 3, 4, 6 and 8 staples.

Will take forms 1, 2, 3 or 4 up.

Places staples any distance apart from 1½-in. to 7-in.

Capacity from 4800 to 9000 2-staple books per hour.

Built for 2, 3, 4, 5 or 6 station work.

Inserts while feeding.

Fully guaranteed.

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New York

550 So. Clark St.,
Chicago, Ill.

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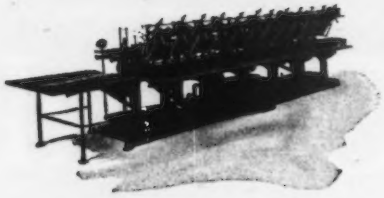
THE DAY OF THE IDEAL BINDERY HAS ARRIVED.

The enormous outputs now obtained with Sheridan Machinery reduce the cost of production to figures a few years ago deemed impossible. Best of all these enormous outputs, and the tremendous reductions in help, have been accomplished not only with no sacrifice in quality, but the Sheridan Machine made book is usually far more uniform and stronger than the old fashioned hand-made book.

GATHERER

The machine that thinks.



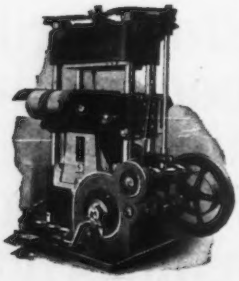
Cuts the cost of gathering in half. Eliminates spoilage and saves two thirds of floor space.

SMASHER

Something new.

WITH or WITHOUT

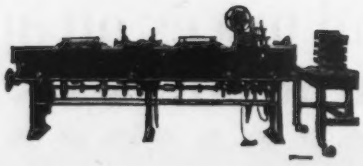
AUTOMATIC CONVEYOR



Heaviest and most powerful smasher on the market. Automatically adjusted head. Equipped with gauge for registering opening and safety shearing pins.

BACKLINER

8,000 Books a day.



The Missing Link, handles small or large runs cutting costs in half, does better work than the hand job.

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12,000 to 16,000 cases per day with ease.

AN ALL SIZE MACHINE

Makes a better case than can be made by hand—Can be changed quickly for different sizes.

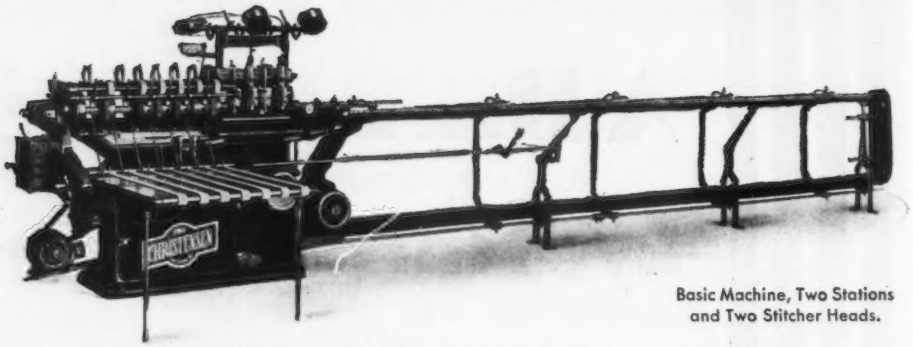
Only one operator required.

A Discussion of Service by Sturdite - - - -

SERVICE!—The most important word in business, and the most abused. Our conception of service—The desire to know and anticipate your needs — A group of well planned stocks — plus the facilities of a plant especially designed for the production of simulated leather for bookbinding. The intangible factor of service has in many cases dictated the use of Sturdite. It is natural that we hold service our most staple commodity. Will you have some?

STURDITE is made by L. E. CARPENTER AND COMPANY in Newark and sold from New York, Chicago, Boston and St. Louis, by THE HOLLISTON MILLS, INCORPORATED.

TWO SIZES OF CHRISTENSEN WIRE STITCHER FEEDERS



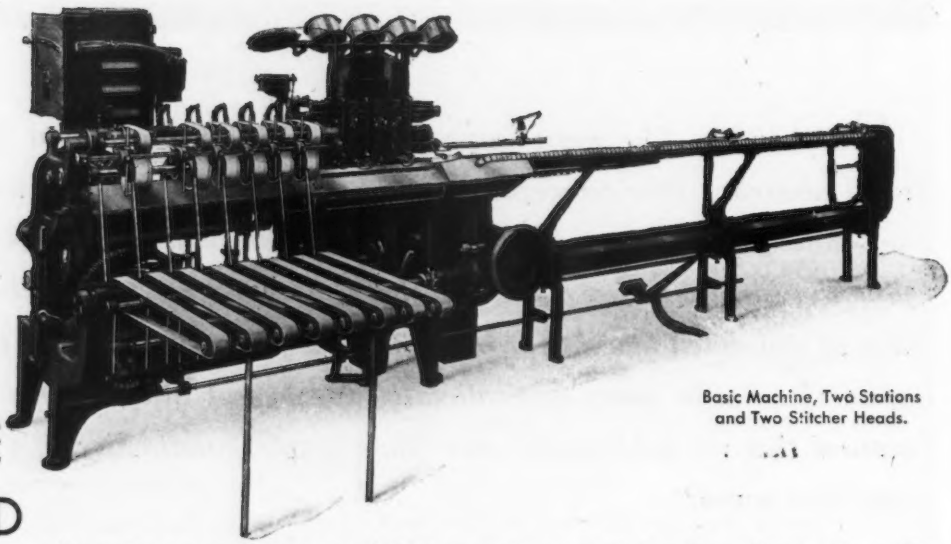
Basic Machine, Two Stations and Two Stitcher Heads.

THE NEW PONY CHRISTENSEN

Operates at speeds up to 9,000 operations per hour, Two, Three or Four Stitches at Each Operation.

Single Range: 2½ x 5 in. to 12 x 18 in.—2, 3 & 4 Stitch work
Double Range: 2½ x 8 in. to 12 x 27 in.—4, 6 & 8 Stitch work

The new Pony Christensen is just as efficient within its range as the Standard Christensen Stitcher Feeder so well known to the trade.



Basic Machine, Two Stations and Two Stitcher Heads.

THE STANDARD CHRISTENSEN

Operates at speeds up to 8,000 operations per hour, Two, Three, Four, Six or Eight Stitches at Each Operation.

Single Range: 3 x 6 in. to 12 x 20 in.—2 to 8 Stitch work
Double Range: 3 x 8 in. to 12 x 27 in.—4 to 16 Stitch work

The Standard Christensen is also built in larger sizes to handle work up to 18 x 39 in.

INSERTING and Stitching on Christensen Stitcher Feeders reduce two operations to only one operation. Books inserted on the machine are stitched automatically without additional Labor Cost or handling. A Christensen Stitcher Feeder gives a production equal to that of two, three or four hand stitchers, depending on the class of work. Let our representative tell you which of these two machines will do your inserting and stitching most economically and conveniently.

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Reminding You...

...that we offer you complete refining services, backed by sixty years of experience and attested by scores of satisfied customers.

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May we prove it?

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Your output will be increased 35% due to speedy gluing and the time saved when turning-in covers.

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there are 60 seconds of top-notch production in every Monitor minute

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Send full particulars about MONITOR bindery equipment.

We are specially interested in .....

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Sold under this clean-cut guarantee

"If Steinhardt Leathers do not measure up to your expectations in every respect, they may be returned at our expense."

EVERY side of leather bearing the Steinhardt trademark carries this unequivocal guarantee . . . a guarantee that assures the purchaser of absolute satisfaction.

Steinhardt trademarked leathers are offered in a wide range of grains...in standard colors and special shades...in various weights and grades.

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Many progressive binders have helped to increase publishers' sales by advocating BRIGHTEN ROLL LEAF stamped book covers in preference to the ordinary ink stamped jobs.

Book covers stamped in BRIGHTEN ROLL LEAF have dignity and a definite sales appeal.

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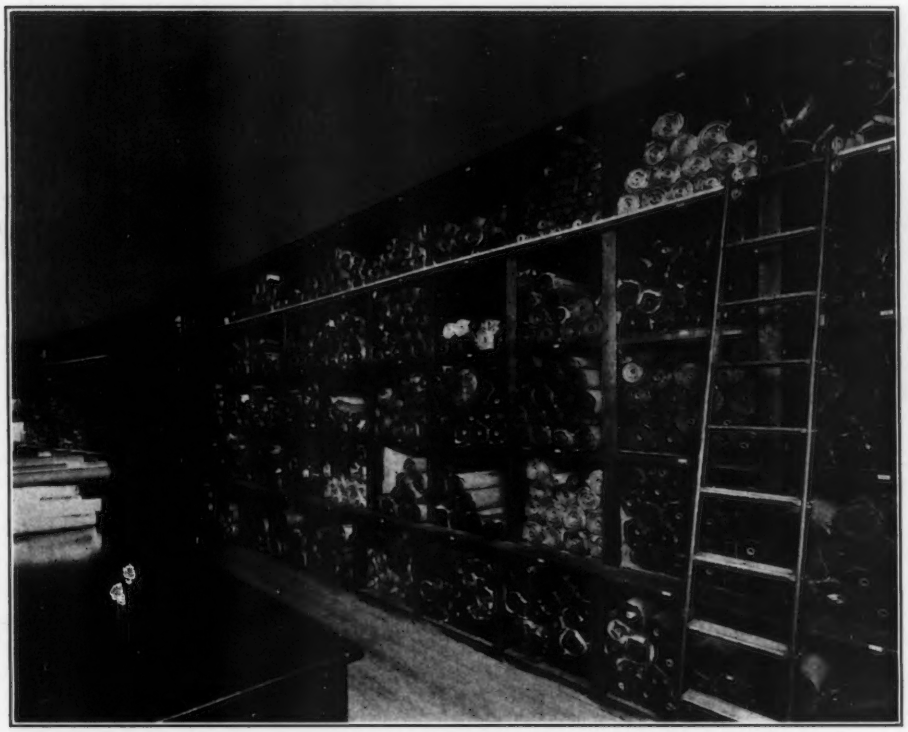
with

BRIGHTEN LEAF

A Large and Complete Stock of

ATHOL ARTIFICIAL LEATHER



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UNIFORM QUALITY enables you to speed up production and cut operating costs.

Easy to work with!

Samples and Prices on Request!

BETTER RESULTS

May be had in the finishing department when Pearl Dog is used to rub off AND HOLD the surplus Gold Leaf. and don't forget to send all of these leaf wastes to:-

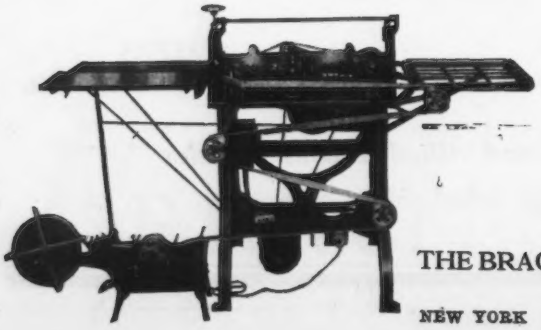
THE BROWN & DEAN CO.

Refiners of Precious Metals since 1891

104 RICHMOND STREET PROVIDENCE, R. I.

May we send you the names of supply houses where Pearl Dog can be obtained?

The Brackett Single Head Stripping Machine



For Bookbinders, Stationers; Tablet, School Supply, Paper Box Makers, Etc.

DOES tighter and better stripping than is possible to do by hand. Applies a strip of paper or cloth to the backs of tablets, quarter-bound check books, pocket checks, composition books, note books, coupon books, drafts, tariffs, bonds; strips any style of side or saddle-stitched books. Joins necks and slides of paper boxes: For slight additional cost attachment provided for flat stripping along edges of loose leaf sheets and maps.

THE BRACKETT STRIPPING MACHINE CO., TOPEKA, KANSAS
Sales and Service
NEW YORK CHICAGO SAN FRANCISCO

All shipments of PEERLESS *Genuine Roll Gold Leaf now carry the "Approved" seal of the Employing Bookbinders of America Research Division. Each roll of leaf is marked with the karat of the gold used.*

A Service that has Proved its Value to the Bookbinding Industry

OUR sales policy in regard to selling roll leaf and attachments for bookbinding presses has always been sharply defined. It has been to supply the best product we can make at a price which will give us a fair profit. No roll leaf manufacturer can do more. If, in the contest for business, prices are slashed below the cost of production, an unhealthy condition is created, a condition which hurts, eventually, the entire bookbinding industry.

Over a period of years our sales to the bookbinding industry have increased steadily, particularly our sales of PEERLESS Genuine Roll Gold Leaf.

Regardless of competitive conditions in the roll leaf industry the quality of our products has been maintained while the price to the bookbinder has been lowered whenever possible. That this policy meets with the approval of the bookbinding industry is evidenced by the fact that, in 1929, the bookbinders purchased more PEERLESS Roll Leaf than in 1928. Our 1930 sales to the bookbinding industry will probably exceed even 1929.

Peerless offers a threefold service to bookbinders: (1) PEERLESS Genuine Roll Gold Leaf, each roll bearing the karat mark and each shipment carrying the "Approved" seal of the Employing Bookbinders of America Research Division; (2) PEERLESS Imitation Roll Gold Leaf and Colors; (3) PEERLESS Attachments for bookbinding presses. (A fourth service will soon be offered. Watch for our announcement.)

At our main office we maintain a Service Department for the benefit of customers and prospective users. If you have a stamping problem, perhaps we can help you. Get in touch with us direct or with our nearest office or distributor.

Any of These Branch Offices or Distributors Can Furnish PEERLESS *Genuine Roll Gold Leaf:*

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Central Square, Cambridge
Telephone University 8204

LONDON, ENGLAND
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Wilson-Munroe Co., Ltd.
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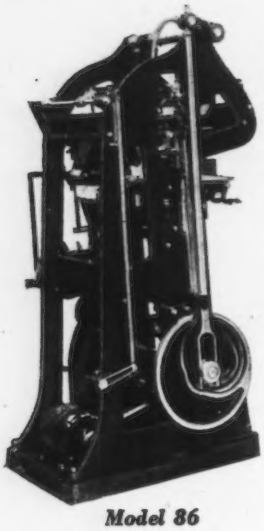
PEERLESS ROLL LEAF COMPANY, Inc.

911-917 NEW YORK AVENUE, UNION CITY, N. J.

Telephone Palisade 8686

Produce An Attractive Book Cheaply

Get color and action on the cover by using an attractive label.



Model 86

The book will demand attention thru—*its label.* It can be inexpensively made as the LABELLER MODEL 86 will pick up, glue, and accurately attach the label to the cover. It is fast, does neat work, and does not require skilled help.

Full details upon request.

New Jersey Machine Corporation

Hoboken **New Jersey**

Manufacturers of

Table Gummers—Automatic Gummers—Heavy Duty Gummers for plain, edge, strip and spot gumming, Sheet Mounting and Lining Machines, Labeling Machines.

DANA SLADE, JR. Pres. SAMUEL SLADE, Vice Pres. and Treas.

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MEYERS SELF-ADJUSTING ROLLER BACKER

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engraved in a modern shop
devoted entirely to this work
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A daily production capacity of over 125 tons enables us to take care of orders of any size, for any grade of board—efficiently, satisfactorily and ON TIME.

Binders' Board 125 tons daily!

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Paper Mills — Box Factories — General Offices

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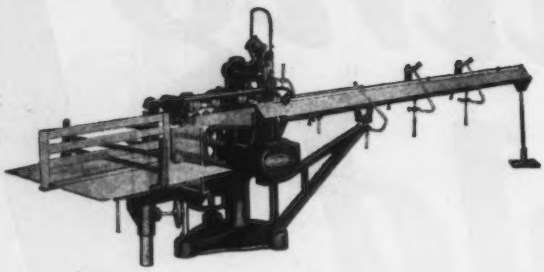
BRANCH PLANTS: GLENFIELD, PA. — RIVER ROUGE, MICH. — AURORA, ILL.

ROSBACK-STITCHER ROSBACK-STITCHER ROSBACK-STITCHER ROSBACK-STITCHER

Automatic Feed Wire Stitching Machine



A STRICTLY COMMERCIAL JOBBING MACHINE for saddle back stitching. Eliminates gathering or inserting. Stitches single or multiple forms from 5½" to 26" long, with from 2" to 12" page. Up to six stations. Does extended cover work.

From 2 to 4 times the capacity of the ordinary pamphlet stitcher. Changed for any job in less than 5 minutes.

It has a capacity of 48,000 on 2 staple work, 39,840 on 3 staple work and 72,000 on 4-6-8 staple work. It will automatically place the staples at any given position leaving any margin desired on top or bottom of pamphlet.

It is a strictly commercial machine that can be set for any job in less than five minutes and can be profitably used on the smallest jobs.

Special features of this machine are its simplicity of construction, easy adjustment and great capacity. A Multiple Station Machine—Inserts while feeding.

One adjustment for change of thickness.
Automatically staggers the staples.
Automatic trip for stitcher head.
Automatically delivers the pamphlets.
Built for 2-3-4 or 6 station work.

QUALITY PRINTING
PRINTING COMPANY
Fort Wayne, Ind.

June 11, 1929

F. P. Rosback Co.
Benton Harbor, Michigan

Gentlemen:

We have just installed and have in operation one of your four station Rosback Stitchers and are very much elated with its performance—especially with the speed and accuracy it handles extension cover booklets

We have in our plant at least one million extension cover books to complete in the next six months and feel that we are on the right track as far as the stitching is concerned.

Any print shop that has a normal amount of stitching to do can use the Rosback to very good advantage. We are thoroughly satisfied in every way

Yours very truly,
KEEFER PRINTING COMPANY
By J. Ver Keefer.

JVK:RH

ROSBACK F. P. ROSBACK COMPANY Benton Harbor, Michigan ROSBACK

ROSBACK-STITCHER ROSBACK-STITCHER ROSBACK-STITCHER ROSBACK-STITCH

THE GLUE HEATER

for Modern low cost Production

NO variation in glue temperature. Every "batch" the same. Day after day. No uncertainty. No lost time. For faster, more efficient production give your workmen STA-WARM automatic electric glue heaters. No longer will time be wasted—juggling glue temperatures. For STA-WARM operates automatically by means of special multiple wound heating circuits and a patented thermostat. Glue is always held at correct temperature—ready for use. Workmen do more and better work. Sizes from 1 quart to 50 gallons. Write for information.

BECKWITH MACHINE COMPANY
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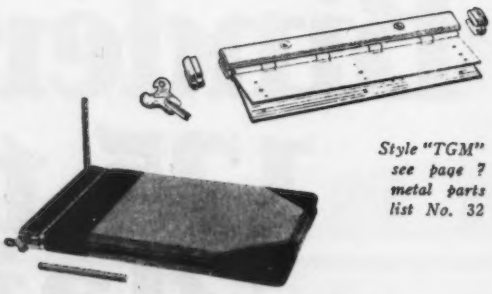
HOLLISTON MILLS, *Distributors*
Boston New York Chicago St. Louis

Sta-Warm
AUTOMATIC ELECTRIC GLUE HEATERS

TENACITY

LOOSE LEAF METAL PARTS



Style "TGM" see page 7 metal parts list No. 32

TENACITY sectional post standard piano hinge metals are made from select twenty gauge cold rolled steel.

Contain end lock, slide top-lock, turn center lock or nokee mechanism—all adjusted and ready to bind.

Beads on cases and wings nickeled so they can be left exposed—a great time and labor saver when binding.

Absolutely and unqualifiedly guaranteed

The Tenacity Manufacturing Co.
Cincinnati, Ohio

FRENCH LEVANTS

ENGLISH CALF

GERMAN MOROCCOS

The Trio of Best Leathers for Fine Bindings at

LOUIS DEJONGE & CO.

New York

Chicago **Philadelphia**

OTTER RIVER BOARD CO.

Otter River, Mass.

Est. 1907

Emphasizing . . . . .

. . . . a new and descriptive name for OTTER RIVER BOARD:—

A flat, solid sheet of board—what the name implies.

Clean, uniform in bulk, and will work with absolute precision.

"ROCK RIGID"

The inherent qualities of the stock from which man—or the product of man—is molded, obviously demonstrate the character, the fine sense of fitness, and the widespread appeal that distinguish a life well spent, or a task well done.

Dignity, durability and respect are achieved in bindings of sturdy, adaptable and beautiful

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Sales executives, Advertising counsellors, Publishers or Binders are assured of intelligent co-operation if samples are desired for catalogs, portfolios, booklets or editions. Write to The KERATOL COMPANY, 310 Keratol Street, Newark, N. J.

As
Outstanding
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Levant Grains
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among foothills,—

The NEW KERATOL LEVANT gives refreshing character to this age-old, cherished grain.
Will your books bound in Levant stand out among others?
They will if you use the workable, new Keratol Levant.

Send for samples for comparison.

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CHICAGO, ILL.
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CABLE ADDRESS
"ORBOC" NEW YORK
A.B.C. 5TH EDITION

COUGHLIN MANUFACTURING COMPANY

GOLD ROLL LEAF AND METALLIC SUBSTITUTES
FOR HOT PRESS STAMPING AND EMBOSSING

697-699 East 132nd St.
NEW YORK

March
1930

Mr. Bookbinder,
Forty-eight States,
U. S. A.

Dear Sir:-

ACTUAL RESULTS obtained from the use of gold leaf are no doubt far more interesting to you than all the testimonials, theories, and advertisements about what gold leaf should do.

Lasting brilliancy of the stamping even under conditions most adverse to leaf or foil of varying metallic composition is an outstanding service value of 'COBRO' gold roll leaf.

A clean well-defined imprint of the heated brass engraving on the first impression--elimination of sizing and brushing off--time and material saved--cost of production reduced--give to 'COBRO' its undisputed economic value.

No matter what you have used before, you will be pleased in seeing just how efficient 'COBRO' gold roll leaf can be under actual working conditions. In many comparative tests, 'COBRO' has verified every one of the claims made in its favor.

We prefer that you buy 'COBRO' on your own judgment, because we know it will prove its own worth. The most analytical buyers are choosing, and the most exacting requirements are demanding 'COBRO' sized gold leaf in rolls. We want you to put it to the test.

The attached reply card mailed to-day will bring a sample and quotations. No stamp is required on the card--we pay the postage at this end.

Very truly yours,

COUGHLIN MANUFACTURING COMPANY

Frank R. Coughlin

FRC/BE

"SENECA" Brand Stitching Wire . . .

QUALITY and workmanship are two factors which the reliable bookbinder cannot afford to overlook in purchasing his supplies. That is only one of the reasons why for many years bookbinders all over the country have depended on Seneca Brand Stitching Wire.

Reliable binders require supplies they can rely on.

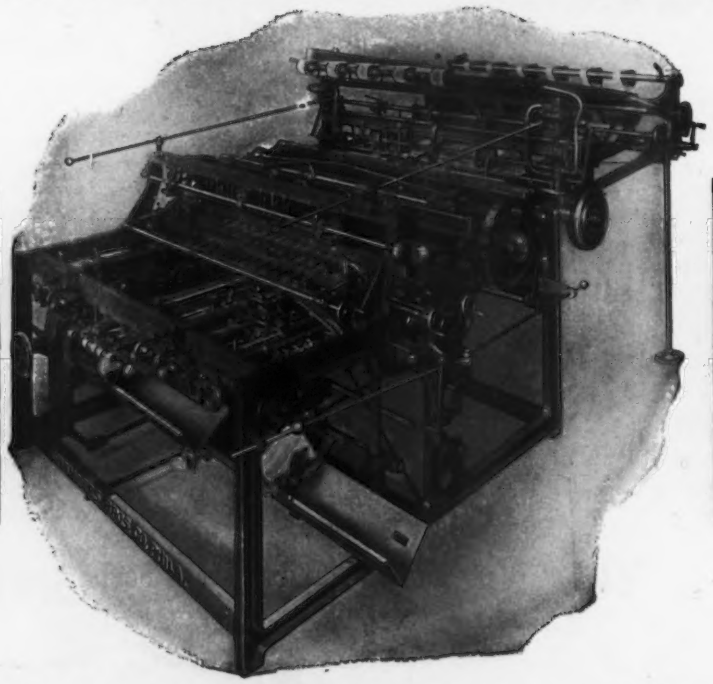
A RELIABLE Product for the RELIABLE BOOKBINDER

SENECA
Wire & Manufacturing Co.
Manufacturers of
"SENECA" Brand Wire
FOSTORIA, OHIO

Chambers Brothers Co., Philadelphia, Pa.

Quadruples
Double Sixteens
Drop Roller Jobbers

High Standard of Design, Workmanship and Accomplishment



PAPER FOLDING MACHINES

Continuous Automatic Feeders

E. C. FULLER COMPANY, *Sales Agents*

28 Reade St.
NEW YORK

343 S. Dearborn St.
CHICAGO

VIEWS AND REVIEWS

¶ *Local Associations in Bookbinding Industry*

THE chief criticism directed against trade associations by some members themselves, and those who decline to join up—now let's discuss this frankly—is that meetings are held and that nothing comes from them. In other words, they are after tangible results—they often want them to happen over night—and when they aren't forthcoming they feel that the trade association has failed in its objective.

While this may hold true of some trade associations, this astigmatic giant—shall we say?—is hardly applicable to the bookbinding industry. Let any non-member of a trade association, either the Employing Bookbinders of America or a local association, read about the activities of these associations in BOOKBINDING MAGAZINE and if he is a doubting Thomas, he will soon be convinced of his error.

The E.B.A., for instance, is doing wonderful things for the industry, which is shown beyond a peradventure of a doubt by the reports of progress at the annual conventions and executive committee meetings. Nor are the local associations, some of which have been recently formed in our leading cities, far behind the national organization in formulating definite programs whereby the bindery proprietors energetically tackle problems peculiar to that city.

In the current issue is an article describing what some of these associations are doing. It proves that, so far as local association activities are concerned, progress is being made.

* * *

¶ *Better Binding and the "50 Books"*

THE resolution passed at the recent executive committee meeting of the Employing Bookbinders of America whereby the American Institute of Graphic Arts has been asked to consider a request of the association that the binding of the "Fifty Books of the Year" be carefully considered in the selection of the books, also that a bookbinder be chosen to serve on the jury, is of exceeding interest from the angle of sound book manufacture.

It is known that while the "Fifty Books" appear to be outstanding books, when typography, paper, title page design, and even the cover and cover design are considered, nevertheless books have been selected which would very likely have been rejected by an experienced bookbinder member of the jury. This on the basis that flaws in the actual fabrication of the books would preclude their being included.

When it is realized that the "Fifty Books" tour the country for a year after they are selected and are also sent to England as an exhibition of some of the best bookmaking America has to offer, it is to be practically presupposed that the binding, stamping, cover decoration, end-papers, etc., should measure up to the highest standards of bookmaking.

If only perfect books are chosen for the exhibition—that is, perfect in every detail of manufacture as well as design—then another forward step will be taken in the interests of better bookmaking in the United States, especially if this condition for acceptance is also emphasized as strongly as the others.

* * *

¶ *College Men as Future Plant Executives*

THE suggestion made by Elbridge W. Palmer, chairman of the Vocational-Educational Committee, Employing Bookbinders of America, that edition plants take students who are now studying printing and bookbinding at our higher schools of education, as Carnegie "Tech," into their plants during the summer months for practical training in bookmaking, is a pertinent one as regards the development of future plant executives.

It is Mr. Palmer's conviction, in which he is joined by many in the industry, that not enough attention is being devoted to grooming ambitious and intelligent young men for responsible positions in the bookmaking industry. "There has been no attempt, or very little attempt, to build a corps of trained men who can come up through the organization to take charge of departments and raise the entire standard," Mr. Palmer says. "Bookbinders as a whole have developed a few specialists and machine operators and some handworkers, but there the training has stopped."

It would appear that there are a number of bookbinding plants, even the larger pamphlet and library binding plants, which could look forward far enough into the future to perhaps train one or more plant executives.

According to Mr. Palmer, such plants could best follow the suggested policy by arranging with Prof. Gustafson at Carnegie, for instance, and have such a student, or students, work in their plants during the summer vacations between the first and second, second and third, and third and fourth years of college training, so that, following their graduation, they can step at once into a plant with which they are perfectly familiar, at the same time giving the plant the benefit of the knowledge gained by four years at college.

Again, if any student, taking such a course, had some assurance he was to be employed, he would be naturally curious about his future vocation and be determined to know everything possible about bookbinding, based on his practical summer experience at the plant, even to the extent of visiting other plants while at college and engaging in outside reading and study.

BOOKBINDING MAGAZINE

A Magazine of Business Building Ideas for the Bindery

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New York City

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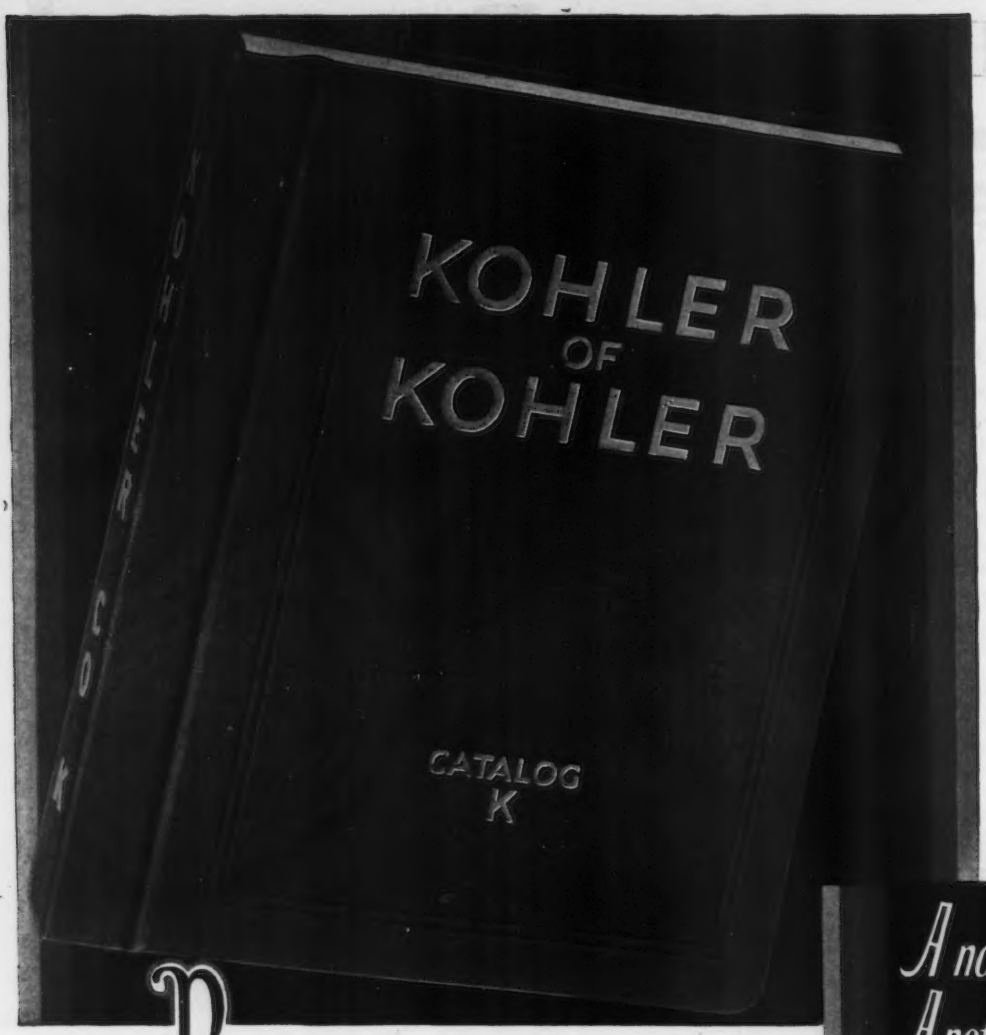

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Chicago

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A notable catalog!

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From cover to cover, this notable example of good book-making reflects the Kohler tradition of doing all things well. The catalog is appropriately bound in Library Buckram — the finest of all Holliston Book Cloths.

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114 EAST 32ND ST. BOOKBINDING MAGAZINE NEW YORK CITY

A Magazine of Business Building Ideas for the Bindery

VOLUME XI MARCH, 1930 NUMBER 3

What Three Local Bookbinders Associations Are Accomplishing

By

ISADORE SPINNER
Spinner Bros. Co., Chicago

A. L. WUNSCH
The Becktold Co., St. Louis

F. F. HESSE
Forest City Bookbinding Co., Cleveland, Ohio

WITH the organization of the Employing Bookbinders Association of Cleveland, another leading American city has joined the ranks of other cities, which now have local bookbinders trade associations.

The question is sometimes asked: "What are these local trade associations accomplishing?" In making a survey of their activities, it is apparent that such associations are accomplishing some of the definite aims for which they were organized, and would likely do more if a 100 per cent interest could be aroused locally.

Excellent Models in Nat'l and New York Associations

Local associations have an excellent model to follow in the Employing Bookbinders of America, the national association, whose increasing widening scope of activity and increasing membership, together with the concrete results obtained by concerted effort, have demonstrated that a local association can reach the same goal if assured of sincere support.

Likewise the Employing Bookbinders of New York is the oldest association group in the bookbinding field, having been established more than twenty years ago. From the standpoint of time and accomplishments it is the "daddy of them all' and its success and influence have been felt throughout the country, being largely responsible for the formation of the national association.

There has also been a growing movement in other larger cities where there is a concentration of bookbinding activity to form local associations which will concern themselves about the immediate local situation, at the same time working in close conjunction with the national association. The activities of such local associations in Chicago, St. Louis, and Cleveland may be regarded as typical.

A. L. Wunsch

Situation in Chicago

For instance, three and a half years ago the bookbinders of Chicago started the organization, The Employing Bookbinders Club of Chicago, which today consists of approximately 25 active representative plants.

At the recent executive committee meeting of the Employing Bookbinders of America, held in New York City, Isadore Spinner (Spinner Bros. Co., Chicago) reported on the experience of the association in organizing, stating frankly that while some difficulties had been encountered nevertheless progress had been made.

"It was a very difficult task to organize such a club in Chicago in previous years," Mr. Spinner stated. "Many attempts were made to stimulate the interest of shop owners so that they would take an active interest in an organization of this kind. Despite this, the various organizations, which were started, seemed to lack the proper spirit of co-operation and the organizations went out of existence."

Regarding the new organization of local bookbinders, Mr. Spinner stated

Local Binders Groups Active

that "the members seem to take a greater interest in the program which is now in the course of being mapped. There seems to be an interest in creating a uniform estimating and cost system suitable to the various needs of the members."

Discussion Encouraged

The active heads of the club are trying to impress on the members the importance of attending meetings regularly and encouraging discussions from the table, Mr. Spinner said, thereby eliminating the danger of discussing certain grievances outside of meetings.

"We want our members to understand that the Employing Bookbinders Club of Chicago was not organized for the purpose of eliminating competition but rather to foster the spirit of friendship between the members," Mr. Spinner explained.

Educational Promotion

"The prevailing thought among some members is that an organization of this kind would automatically wipe out the competitive spirit and it is this thought that has often led former organizations in Chicago to disband.

"I sincerely believe that the educational progress which is being made today, especially the realization of proper estimating and cost accounting, will have much to do with the real success of the Employing Bookbinders Club of Chicago. Since I have held the office of president, my message has been that the individual members, and the members as a whole can get only as much out of the organization as they are willing to put into it and we are asking the members to put in plenty."

St. Louis Association

In St. Louis the local Bookbinders Association is meeting once every month regularly, according to A. L. Wunsch (The Becktold Co., St. Louis), who reported on the affairs and activities of the association at the same executive committee meeting.

"We are not having the large attendance we would like but we are at least holding together and accomplishing something.

"The Graphic Arts Council of St. Louis has recently put into effect an interest charge of 6 per cent on all accounts over 30 days old to become effective March 1. It is their intention to put into effect a C.O.D. plan, which will place all accounts over 60 days on a C.O.D. basis, these accounts first to be examined by the Finance Committee of the Graphic Arts Council. We believe we are accomplishing quite a bit in St. Louis at the present time along this line."

Cleveland E. B. A.

There has been an exceptionally good attendance at the various meetings of the Employing Bookbinders Association of Cleveland, held so far, according to a report sent to the executive committee meeting by F. F. Hesse (The Forest City Bookbinding Co.).

I. Spinner

"Judging from the spirit displayed at these meetings, I have every reason to believe that the organization will be successful," Mr. Hesse says.

"Our main reason for organizing this association was the credit situation in Cleveland. The Central States paper jobbers, organized about eight months ago and adopted a credit plan under which all printers would be allowed 2 per cent, 10th, ult. and all bills must be paid within 90 days after that date or the creditor's name would be placed on the C.O.D. list by all members of the Central States Paper Jobbers Association.

Bookbinders Adopt 60-Day Credit Plan

"The composition houses followed in their footsteps and adopted the same credit rule, with the exception that the bills must be paid within 60 days after the due date. The bookbinders were then compelled to organize, as a matter of self protection, and adopted a similar rule to that of the composition houses. This rule will take effect on March 15 and the future success of our organization will depend entirely upon the co-operation we receive from the various members after this date.

"Aside from the credit situation, I believe that the organization of this association was warranted from a social point of view. The members meeting once a month and breaking bread together are less suspicious of one another than they have been heretofore, and there seems to be much more friendly feeling.

"I personally have had the opportunity to help out some of the members who ran out of material, whom I never knew prior to the forming of our association, and also when one of my employees became ill, another member offered me the loan of one of his employees to help me out of my predicament. This spirit augurs well for the success of the 'new baby' among local bookbinders trade associations."

* * *

Binders Board Manufacturers Elect Association Officers

The annual meeting and luncheon of the Binders Board Manufacturers' Association was held at the Hotel Pennsylvania, New York, on Thursday afternoon, February 20. The following were elected:

President, J. P. O'Brien, Otter River Board Company, Otter River, Mass.

Vice-President, William Foulds, Jr., Colonial Board Company, Manchester, Conn.

Treasurer, A. B. Goodrich, Riverside Paper Mfg. Co., Glastonbury, Conn.

Secretary, O. M. Porter, New York.

Executive Committee is as follows: D. O. Trubee, Chairman, Fandango Mills, Millburn, N. J.; E. C. Betz, Consolidated Paper Co., Monroe, Mich.; Leigh H. Davey, The Davey Co., Jersey City, N. J.; E. H. Norton, C. H. Norton Co., North Westchester, Conn.; J. P. O'Brien, Otter River Board Co., Otter River, Mass.

* * *

Milwaukee Binders and Rulers Issue First Publicity Piece

As a part of its publicity campaign for the present year, the Milwaukee Binders, Rulers and Manufacturing Stationers, Milwaukee Typothetae Group has distributed "A worthwhile message for the man who buys accounting forms."

Members of the group include: Badger Ruling Company, 129 E. Michigan street; Commercial Ruling Company, 830 Winnebago street; Giljohann-Just Company, 459 E. Water street; W. T. Jenkins, 129 E. Michigan street; Kundmann Bindery, 35 Erie street; Hugo G. Paper, 566 E. Water street; Service Ruling Company, 49 E. Wells street and Joseph Winter Company, Inc., 254 Milwaukee street.

SMYTH

STANDARD OF THE WORLD IN BOOKBINDING MACHINERY

In the next number of this magazine

THE SMYTH MANUFACTURING COMPANY

will illustrate and describe a new

Book Sewing Machine

In its design are incorporated advanced features of such importance that they constitute the greatest improvement in sewing book sections since the invention of book sewing machines by this company in 1882.

The new machine introduces to the bookbinding industry higher standards in each of the most important factors involved in sewing books:—

Operating Speed
Quality of Sewing
Ease of Feeding
Economy of Upkeep
Varied Types of Sewing
Range of work in size and weight

NEW YORK 28 READE ST. **E·C·FULLER COMPANY** CHICAGO 343 So DEARBORN ST.

Why Not Modernistic Methods in Advertising the Bindery?

¶ *Haddon Craftsmen Bring Out Unique Brochure Suggesting, Rather Than Describing in Detail, Facilities of Plant*

As told to Bookbinding Magazine

By C. H. WILHELM

Vice-President, Haddon Craftsmen, Camden, N. J.

"WHY not a modernistic brochure describing in picture and text our plant facilities here?" was the question up for discussion not so long ago at a meeting of executives of The Haddon Craftsmen, Inc., Camden, N. J.

The result is "Achievement," an elaborate booklet showing the step-by-step manufacture of a hard-case book, also the printing and binding of magazines.

Whirring machinery and bustling activity in composing room, press room and bindery feature every page. Illustrations were taken from elevations, the photographs of the various departments forming a picturized modernistic symphony of book manufacturing machinery in motion.

Accompanying illustrations are from the brochure devoted to the bindery departments and show bound volumes under pressure in the bindery, also a row of magazines in the magazine bindery. The Haddon Magazine bindery is a complete unit, entirely separate from the book bindery. Here "The American Mercury," "The Bookman" and other well-known magazines are bound by the hundreds of thousands each month.

The hard case bindery has a daily production capacity of 15,000 volumes.

"The modernistic brochure, which we published and sent to magazine and book publishers, also our other friends, might truthfully be said to represent the spirit of the times, so far as novel institutional advertising is concerned," said C. H. Wilhelm, vice-president of The Haddon Craftsmen, Inc.

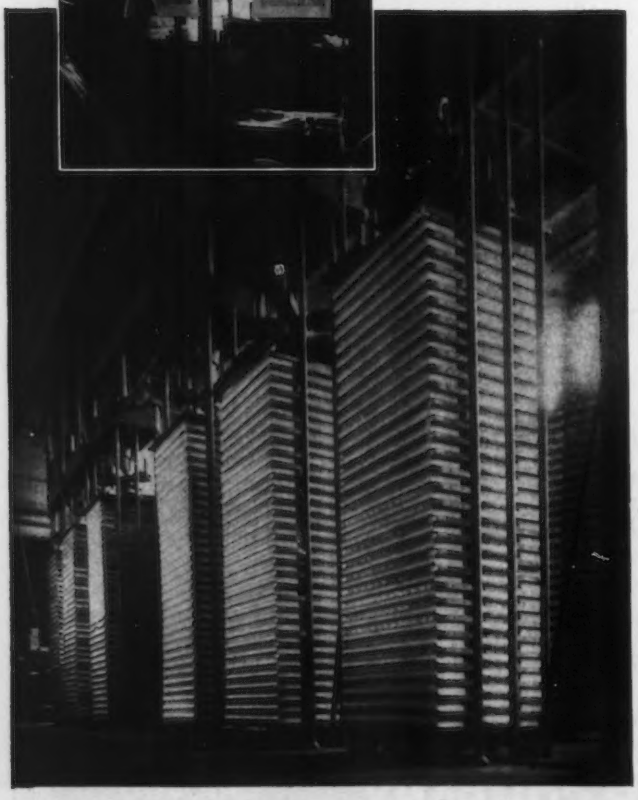
"We decided to get out something different and it occurred to us that modernistic photography would lend itself very appropriately in reproducing effectively bird's-eye views of the interior of a bindery or printing plant. This can be seen by the accompanying illustrations.

Novel Photographic Effects

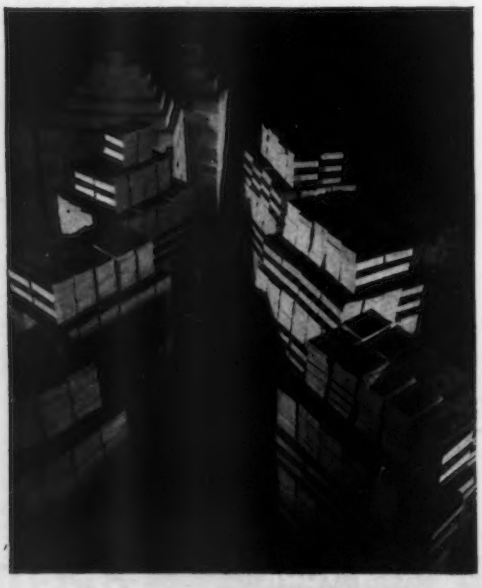
"All booklets look pretty much alike if they are planned and designed as a conventional mailing piece. It would have been simple to have had photographs taken of the various departments without seeking any effects out of the ordinary. Photography is not always the best medium, as it doesn't convey as much as it should.

"Why not get something new that would be suggestive of the company's scope and facilities? That was the question we asked ourself.

"Modernistic photography seemed a logical answer. There is really no reason why such photography should be used exclusively for fashion advertising and the like. Why not adapt it to the pressroom and the bindery?"



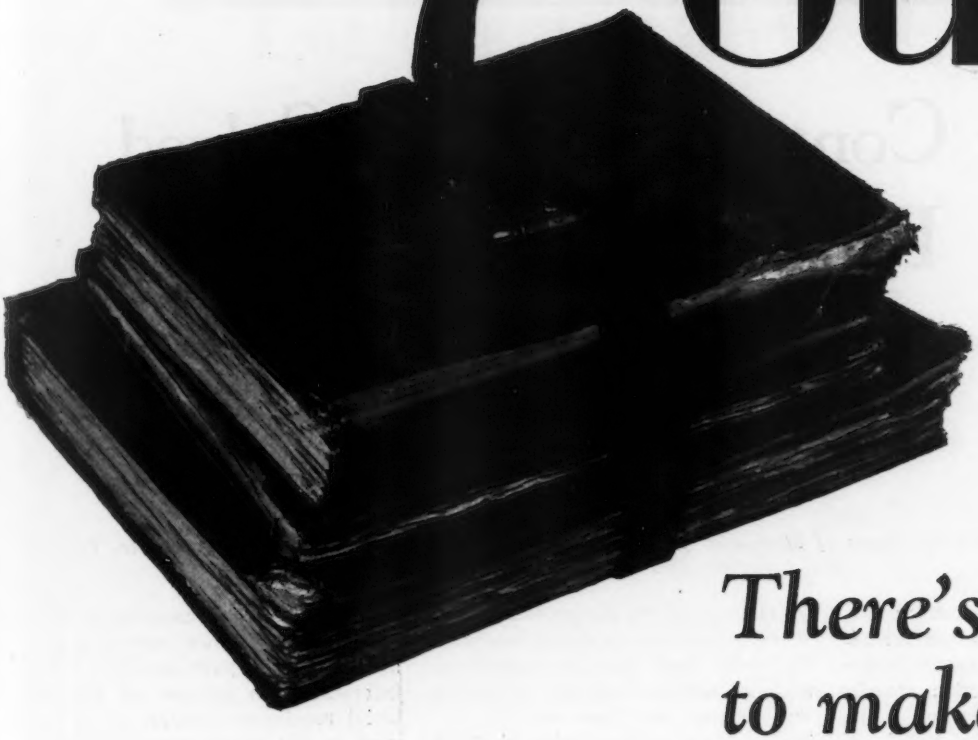
Modern Viewpoints at the Haddon Bindery



Bound Volumes Under Pressure in the Book Bindery

Magazine Row in the Haddon Bindery

? WORN OUT!



There's a way to make them wear longer

DAVEY Binders Board imparts to text books the strength necessary to withstand season after season of rough usage. Because it is a solid board, a board whose base material is molded under heavy pressure; because it is one piece through and through, and not a layer board—Davey Board can be depended upon to stand up as no pasted or laid cover stock can.

Books bound in Davey Board always look crisp and clean. The cloth adheres firmly to the board for the life of the book, the cover itself lies straight and flat against the text pages, and the corners, even after years of ordinary wear, run straight and true. Use Davey Board for text books.

Distributors in all Principal Cities

DAVEY BOARD

Our Control Plan Has Solved Production Worries

¶ *System Followed in Plant of Cokesbury Press Enables Swift and Accurate Handling of Large Printing and Binding Volume*

By W. T. KELLY

Superintendent, Publishing House of Methodist Episcopal Church South (Cokesbury Press), Nashville, Tenn.

THE basis of our production control is our production record. Our operation standards are all set from our production records and time study. Estimating, planning and scheduling are based on our production standards.

A production record represents what actually happened. It gives the facts and enables us to stop guesswork which so many times causes trouble and proves very costly, both from a monetary end and a dissatisfied customer.

Simplifies Planning

Our class of work gives us an opportunity for planning and scheduling and enables us to operate with a simple plan. When an order is received at the plant, it is delivered first to the specification department. This department makes out instructions for each department that the job goes through. These instructors give the departments complete specifications, order numbers, quantity, etc. At this time the specification department makes out a "material requirement order," which goes to the stores stock ledgers.

Requisition of Materials

This material requirement order shows quantity, size, and kind of material required for the particular job. If the ledger shows material available, the stock clerk charges quantity of material against the job to show that that amount has been reserved, but the amount is not deducted from stores balance until material requisition comes from stores showing material has been delivered to the departments that will consume it. When stock ledger shows material "not available" or "part available," this information is entered on the material requirement order, which then goes to the purchasing department, and the needed material is purchased.

W. T. Kelly

Operations Scheduled

All instructors, material records, and requisitions are then delivered to the Production Control Office, where the job is scheduled through each operation. Materials for each job are scheduled to be delivered to machines in advance of starting time. Each department is notified when to start and finish each operation on a job by schedules which are made from the Master Schedule in the Production Control Office.

Production Analysis

We have a Standard Production Analysis for each of our regular publications. This record shows the best machine to run the job, the standard amount of material per thousand copies, size of material required, and standard time per thousand for each operation, including binding.

When the standard time for each operation has been set, the job is then scheduled on a leading Chart or

YOU GET JUST WHAT YOU PAY FOR!

DECORATIVE DIAMOND LEAF

Diamond Decorative Leaf, of course, costs a little more to use than paper-backed imitations. But, in the last analysis, when you consider the additional sales value, the greater standing-up qualities, the fact that the finished job is a real credit to your skill . . . then "Diamond Dec" shows up as the best "buy" after all.

One reason stampings made with "Diamond Dec" last 10, 15 years and longer is because each particle of bronze is thoroughly coated with a lasting protector.

Comes sized, ready to stamp, in any size up to 21 x 24.

Made in U.S.A. by

The DIAMOND DECORATIVE LEAF CO.

Established 1910, At Staten Island, New York

Selling Agents
HASTINGS & CO., *Estab. 1820*, 817-19-21 Filbert Street, Philadelphia
W. H. KEMP CO., *Estab. 1849*, 165-67-69 Spring Street, New York

Canadian Agents: BROWN BROS., Ltd., Simcoe, Pearl and Adelaide Sts., Toronto 2

Also Stocked by 43 Bookbinding Supply Houses

Material Schedule which is a cross-section ruled sheet. Each working center or operation is on the left side of this sheet and the dates of the month across the top. Each small block represents one hour and nine consecutive blocks represent a day. Each day is separated by a heavy line.

We start at the finishing date to schedule each operation until we work back to the starting operation which gives us the starting date.

Progress of Jobs Charted

Jobs scheduled on this chart according to standards are indicated by a black line; actual accomplishments are indicated by a green line traced under the black line. Where the job is not completed in the standard time, the green line is changed to red for the distance it extends beyond the black line. Each line is drawn through as many blocks as is necessary to indicate the number of hours in each condition.

Cost Summarized

Accomplishments against schedules are posted on this chart daily from operator's job card. After the information on the job cards is posted on the Master Chart, they are delivered to the Cost Division for posting on the job cost summary sheet. This sheet is posted daily and shows complete record of time consumed for each operation in each department, employee's number, machine number, and a section is ruled showing all machines and working centers for summarizing total cost for the entire job.

These job cards are then posted in the Machine Record books. This is a record of each machine and working center in the plant to show the total available hours per month, divided into "chargeable" and "nonchargeable" hours. This record is posted monthly to the summary of costs which we use to adjust our hour costs every three months.

At the end of each month we make up four master comparative reports as follows: Comparative composition analysis, comparative machine analysis, and comparative material analysis.

"Old and inadequate equipment units have been replaced, always adhering to a policy of making every unit pay its way."

The comparative composition analysis report is a comparison of actual with standards, showing time lost or gained on each publication.

The machine analysis report covers all machines and working centers in the plant, the total available time, total chargeable and non-chargeable and total actual time, hour costs per unit, loss or gain time, and a comparison of what is actually accomplished per hour against standards for each machine or working center per hour.

The comparative material analysis report is a comparison of actual materials used against standards.

Benefits of System

For this Routing System of Production Control, with its carefully maintained system of records and method of handling material, etc., we make the following definite claims.

"Reduced idle time, relieves the foremen of worries about the next job, helps to keep all promises of delivery, reduced costs, reduces waste of material, and establishes production standards per hour for both hard workers and machine units, and tells us whether we have too many employees or whether we need more, and when."

The bindery of the Publishing House of the Methodist Episcopal Church, South, is one of the busiest. The statement that in 1929 about twenty-six million copies of various periodicals and more than seven hundred thousand copies of paper and cloth bound books, as well as a constant flow of miscellaneous leaflets, booklets, folders, etc., were handled in this department indicates the volume of work it is equipped to do.

Old and inadequate equipment units have been replaced with machines of the most modern type, always adhering to a policy of making every unit pay its way and prove of practical value in the plan of production. Under the production control plan of the entire plant which has been previously explained in detail the output of each machine is recorded by the hour, day, and month. Thus the bindery is constantly modernizing. It will be able to handle an increased volume of matter in 1930 as compared with 1929.

"Without our production control system, we would be considerably handicapped in turning out the constantly increasing volume of church literature produced by our plant."

* * *

Folder on Metallic Colors

Coughlin Manufacturing Co., 697 East 132nd street, New York City, manufacturers of roll leaf and accessories, have issued a folder to the trade containing specimen impressions of 12 metallic colors.

The colors were produced by the "Nuleaf" process, and all colors were leaf stamped and embossed with three rethreadings of foil and three closings of press. The metallic roll leaf is described as adaptable to dark shades of paper stock on which it is difficult to obtain solid impressions.

The company also announces it will shortly introduce to the trade a new product, in the form of a white leaf, which will be marketed under the trade name of "Snowhite Roll Leaf."

PROGRESSIVE BOOKBINDERS

ARE NOW USING

KENDALL MILLS

SUPERS

TAPE AND RIB

The above illustration shows books being bound with Kendall Mills Tape super.

This bindery* uses Kendall Mills Tape and Rib supers exclusively. They appreciate the difference, because tape and rib supers mean added strength around the book where strength is needed.

Tests have shown, that while plain supers will break under pressure, the "tape" and "rib" remains intact. Then, too, Kendall Mills Tape and Rib supers lie flat and smooth.

Ask us or your wholesaler for samples, that you may test the strength of Kendall Mills Tape and Rib supers yourself. We know you will be convinced of their superiority. Specify them on your next order.

*name furnished on request

LEWIS MANUFACTURING COMPANY

Division of THE KENDALL COMPANY

WALPOLE, MASSACHUSETTS

Selling Bindery Service

"Counter Catalogs" as Sales Ally for Retail Stores

A COUNTER catalog, which can be used as both a ready reference for the salesman behind the counter or as a sales ally, in the event that the customer does not choose to buy the items in stock, is a comparatively new field for creative business in bookbinding.

The counter catalog has been issued by some companies to their retail outlets. Its primal purpose is to enable the retailer to make a sale, even though he finds it impossible to carry all the items of certain popular lines. The catalog shows the purchaser other items which can be obtained within short notice from the manufacturer, and often he is willing to make his decision, place the order and wait until it arrives.

Such a catalog is especially adaptable to products which are rather expensive; in fact, too expensive to stock. Such a typical counter catalog is issued by The Gorham Co., manufacturers of silverware. In this book no expense is spared to make it truly representative of the products depicted therein. It has a blue leather cover with a gold decorative design. The paper is of coated stock, the illustrations are in fine half-tone, except for decorative pictures in line. The end papers are likewise in keeping with the tone of the book.

* * *

N. Y. Bindery Features Punching Service in Novel Folder

"Many Holes in One" is the title of an attractive folder sent to the trade by the Gotham Bookbinding Co., Inc., 157 William street, New York City, featuring its punching service. On the first page, printed in two colors, is shown a golf ball performing gymnastics in leaping into several holes. On the inside are shown some fifty examples of holes which may be punched by the company's machines, and which are from only a small part of the dies on hand. The company is equipped for punching and finishing, among other things, all printed matter in connection with machine bookkeeping equipment and loose leaf binders.

Importance of Cover in Limited Editions Stressed in Folder

George McKibbin & Son, Inc., Bush Terminal, Brooklyn, N. Y., has issued the second of a series of special folders on privately printed and limited editions. The third will be issued shortly.

The company's facilities for this type of work are featured and the important part which the cover plays in such type of books effectively stressed.

"The artist, engraver, typographer and printer having contributed their best to making an author's writings into beautiful pages for future generations to enjoy and admire, it behooves the bookbinder to add his art and craftsmanship to this union of talent with the same thought, by assemblying these pages into appropriate covers so as to adequately preserve such examples of the *art preservative*," the folder states. "Therefore, the cover should bespeak its contents both in conception and execution, yet the binding must be enduring and workman-like."

George McKibbin & Son, Inc., engages largely in edition binding of the specialized type, both in limited edition lots and large lots. The Literary Guild selection, "Candide," consisting of around 60,000 books, was recently bound at the plant. An entire floor is occupied at the Bush Terminal.

* * *

Trade Bindery Service Keynote in Message to Printers

How the specialized services of the trade bindery can prove advantageous to the printer will be the keynote of an advertising campaign planned by The Franklin Bindery Co., Inc., 730 North Franklin street, Chicago.

The company was started eight years ago, now occupies 15,000 square feet, and further expansion is planned. Additional equipment recently installed includes a 20-box Juengst gathering, stitching and covering machine. Lewis S. Whitton is president.

* * *

When you find a man who fails to react to a progressive idea then you have found an old man.

Wide Range in Binder Exhibit

This display of the Elbe File & Binder Co., Inc., of New York City, which shows the wide line of binders manufactured by the company, was recently arranged in New York City at the Grand Central Palace and serves as an effective reminder of the company's binder service.

FANDANGO BOARDS

....noted for their finish....strength.... cleanliness....and uniformity of caliper....

FANDANGO MILLS ⁂ MILLBURN NEW JERSEY

FANDANGO Boards

E. B. A. Form Aids Binders to Compile Production Data

¶ *Pamphlet Plants Urged to Send Average Production Records Now Being Assembled for Members*

MEMBERS of the Pamphlet Binders Group, Employing Bookbinders of America, who are sending a weekly sample of a current pamphlet job to the plant of the Case, Lockwood & Brainard Co., Hartford, Conn., for the purpose of aiding in the compilation of average production records, will now be able to set down the operations' data more conveniently.

The accompanying chart shows the form, a supply of which has been sent to each member of the group by Leslie S. Bolton, of the Case, Lockwood & Brainard Co., who is in charge of the compilation.

Results Expected Soon

"It is still quite early to expect any advanced results in this work, as the binders have probably just about received their blanks," Mr. Bolton says. "But I hope that in the near future we will have some results, especially from firms that have not in the past given us any records. I want to thank BOOKBINDING MAGAZINE for the interest you have taken in our undertaking.

"This is very interesting work, and I hope to be able to report considerable progress by the time the E. B. A. convention meets in the Fall."

Members Co-operate

The compilation of the records has been carried on from the beginning at the Case, Lockwood & Brainard Co. plant since the idea was first conceived by the Pamphlet Group of the E. B. A. Irving E. Partridge, Jr., formerly secretary of the E. B. A., and chairman of the Pamphlet Group, who recently left the bookbinding industry to enter the field of insurance, played an active part, assisted by Mr. Bolton, in starting the work.

Members of the Pamphlet Group, who are co-operating with Mr. Bolton, are sending in several typical pamphlet jobs, to which forms with the necessary data set down, are attached.

EMPLOYING BOOKBINDERS OF AMERICA

PAMPHLET BINDERS' GROUP

Production Records of ..... Company

Description .....

.....

No. of Copies ..... Trimmed Size .....

Size of Stock (Flat) ..... Kind of Stock .....

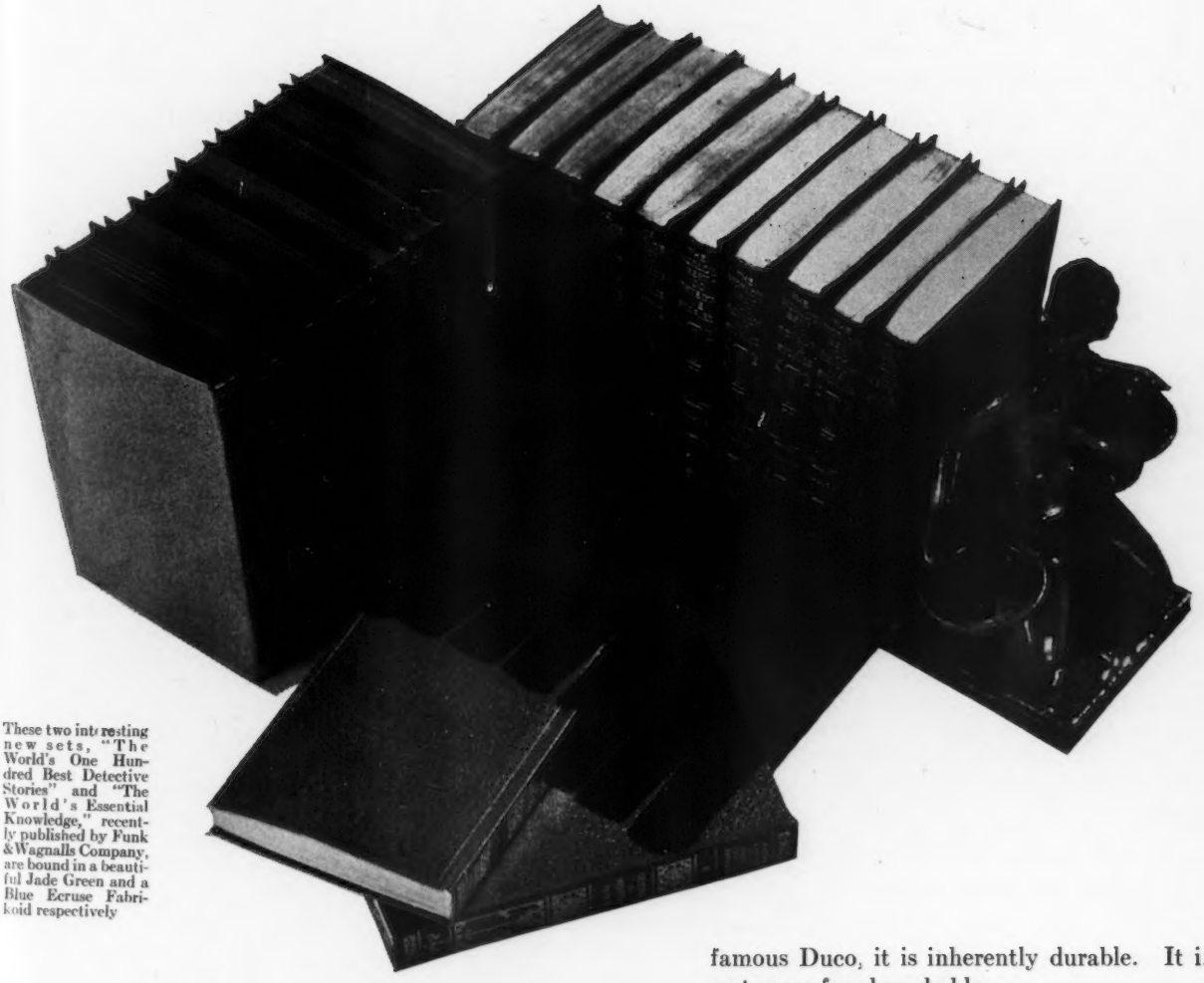
OPERATIONS

Folding Machines:			
Size and Make			
Setting Time	Hours		
Running Time	Hours		Copies
Size and Make			
Setting Time	Hours		
Running Time	Hours		Copies
Folding—Hand	Hours		Copies
Cutting—Flat Sheet	Hours		Copies
	Hours		Copies
Hand Gathering	Hours		Sigs.
	Hours		Sigs.
Saddle Wire—Automatic:			
Setting	Hours	No. of Feeders	
Running Time	Hours		Copies
Saddle Wire—(Hand)	Hours		Copies
Side Wire—(Hand)	Hours		Copies
Punching or Drilling:			
Setting Time	Hours	No. of Holes	
Operating Time	Hours		Copies
Sewing Machine:			
Setting Time	Hours	Style of Machine	
Operating Time	Hours	No. of Copies	
Trimming:			
Single Knife, Duplex, or 3 Knife (State Which)			
Operating Time	Hours		Copies
Numbering:			
Perforating	Hours		Copies
Round Cornering	Hours		Copies
Gluing on Paper Covers	Hours		Copies
Ruling Machine:			
Setting Feint Lines	Hours		Size of Sheet
Running Feint Lines	Hours		Quantity
Setting Down Lines	Hours		Size of Sheet
Running Down Lines	Hours		Quantity
Inspecting or Examining	Hours		Copies
Wrapping or Shipping	Hours		Copies
Mailing	Hours		Copies
Addressing	Hours		Copies

NOTE: Fill in data on every operation on each job. Attach this slip to an untrimmed sample. Mail to Mr. Leslie S. Bolton, care of The Case, Lockwood & Brainard Co., 85 Trumbull St., Hartford, Conn.

Beautiful Durable du Pont Fabrikoid

Chosen for these two new Funk & Wagnalls' sets



These two interesting new sets, "The World's One Hundred Best Detective Stories" and "The World's Essential Knowledge," recently published by Funk & Wagnalls Company, are bound in a beautiful Jade Green and a Blue Ecruse Fabrikoid respectively

MORE and more, bookbinders are turning to Fabrikoid to meet the constant demand for unusual cover effects. Fabrikoid offers so many possibilities, bookbinders find it broadens the field for original craftsmanship. Superfinishing, airbrushing, stamping, printing or embossing with gold or foil are all equally feasible with this material.

The beauty of Fabrikoid is lasting, too. Coated with the same basic substance as the famous Duco, it is inherently durable. It is waterproof and washable.

We think some of the interesting new textures in du Pont Fabrikoid will suggest original ways for the expression of *your* craftsmanship. Write to us for information and samples of the latest grains and colors.

E. I. DU PONT DE NEMOURS & CO., Inc.
Fabrikoid Division, Newburgh, N. Y.
Canadian Subscribers address: Canadian Industries, Limited, Fabrikoid Division, New Toronto Ontario, Canada.

DU PONT FABRIKOID REG U S PAT OFF

FABRIKOID

MAKES COVERS SAY *"ATTENTION"*

N. Y. Bookbinders' Trade Association to Install Cost Systems for Members

¶ *Gathering of Statistical Information Also Included in Program—Co-Operative Advertising Planned*

A PROGRAM, which is aimed to have a far-reaching effect on the pamphlet binding, ruling, manifold and blank book industries of New York City through standardization of cost accounting, reports on prices current, co-operative publicity and advertising, is now actively under way, with the membership of the Bookbinders' Trade Association, Inc., of New York City voting its unanimous approval of the program.

Group Chooses Chairman

The first important step taken by the association was to divide into two groups, respectively, the Pamphlet Group and the Ruling, Manifold and Blank Book Group. David Feinberg, association vice-president, is chairman of the Pamphlet Group.

May Form Sub-Committees

While each group will meet monthly, it is expected that sub-committees will be appointed to handle matters which may come up between the monthly meetings. There will likely be one such committee for the Pamphlet Group, while there will be two for the Ruling, Manifold and Blank Book Group, since the interests of the plants forming the latter are more varied than the other group.

Quarterly Association Meetings

The association will hold four meetings a year. When the group meetings fall in the same month as the quarterly meetings they will be held in conjunction with the association meetings. The next quarterly association meeting will be held this month.

Program is regarded by the association as the logical solvent for conditions existing in the trade in New York City at the present time.

To Install Systems

Perhaps the most important step taken by the association is the decision to install uniform cost systems in every plant at the cost of the association. The first cost system to be worked out by Milton Youngwood, accountant for the association, was for pamphlet binderies, and has been installed in 12 plants. A system for ruling and manifold plants is also available for the membership, and has been installed in two plants.

COMPRISING approximately 100 plants in New York City, engaged in pamphlet binding, ruling, manifold and blank book work, the Bookbinders' Trade Association, Inc., of New York City is now working out a program, which in its scope is the most important ever undertaken by the organization.

Uniform cost systems will be installed at the cost of the association in all member plants, thereby assuring a 100 per cent coverage in this respect. Plans are also under way to publicize and advertise the functions of the plants. Statistical data will be gathered for the benefit of the members and a "drive" will be made to acquaint non-member plants of the advantages of joining association.

In order to install the systems in the approximately 100 plants comprising the membership, a considerable sum must be raised, but the members have shown their enthusiasm for the idea, indicating a preference for assessing the membership in order that the systems may be installed in all plants 100 per cent. The method used in raising the money will be by contributions from the plants on a basis of 1 per cent of their gross sales for one year.

Review of Price Trends

The association also proposes to give its members an idea of the prices at which work is being done in New York City, in order that they may have a clear picture in their minds as to the cost of doing business and the amounts received for work.

Association Reports

According to federal law, it is not allowed to fix prices by the dissemination of price data as applied to specific plants. With this in mind, the association reports to members will be in the nature of a review of the New York City pamphlet, ruling, manifold and blank book industries, as revealed by fresh data, gathered regularly, but without the names of the plants being mentioned. This is permitted by the government, and will enable any member plant to check up on its own prices as compared with others currently obtained.

Advertising Campaign

The association will also support an energetic advertising campaign, which will stress the functions of the trade pamphlet bindery in its service to the printer. Another point to be emphasized will be the pen-ruling of forms. It is proposed to circularize accountants and bookkeepers regarding pen-ruling, and space will also be taken in the trade press to put over effectively the pen-ruling idea, also the message to printers on trade pamphlet binding.

Standardization of Hours

Another matter towards which the association is working is the standardization of hours and conditions throughout the industry in New York City as represented by the association membership.

With this end in view it is also planned to make a membership drive and acquaint non-member plants with the aims of the program and to point out the advantages of membership in the association.

There are now about 100 members. The association was established in 1916, but was affiliated with the New York Employing Printers' Association until January, 1927, when it became a separate organization. It was then

(*Continued on page* 49)

Styles of Yesteryear . . . .

© Ewing Galloway

Quite a contrast, aren't they, these latest Spring shopping styles of the vintage of 1908, to the modes of today? No more so, however, than old-fashioned bookmaking materials as compared to the modern.

AERO, STIMKO, PAYKO and JUTELIN are truly representative of the Modern Spirit in bookmaking, enabling the modern manufacturer to clothe the modern book in true "1930" garb.

SIEGBERT BOOK CLOTHS are recognized throughout the trade as outstanding contributions to the book materials of today.

KEEP PACE WITH THE TIMES AND USE SIEGBERT MODERN BOOK CLOTH

Siegbert Book Cloth Corp.

MANUFACTURERS FOR NINETEEN YEARS

NEW YORK

Second Conference on Publisher-Bookbinder TRADE PRACTICE

FURTHER progress featured the second conference on trade relations and practices as affecting book manufacturing and edition plants, which was held February 14 at the Union League Club, New York City, and was attended by the respective committees representing the National Association of Book Publishers and the Employing Bookbinders of America.

The first meeting of the two committees was held January 17 at the Union League Club, with the members of the binders' committee as the guests of J. W. Hiltman, president of D. Appleton & Co., New York City, and chairman of the publishers' committee. At the second meeting the publishers were the guests of the bookbinders' committee.

Sub-Committee Appointed

The matters before the committees were given such brisk consideration that it will not likely be necessary for the combined body to meet again.

With complete agreement between the publishers' and bookbinders' committees arrived at as to principles, it is now only necessary to work out the details before submitting a final draft to the National Association of Book Publishers.

A sub-committee was appointed for this purpose, which consists of C. A. Mershon (J. J. Little & Ives Co., New York City), chairman; G. K. Bird (Plimpton Press, Norwood, Mass.), Nathan H. Shrifte (H. Wolff Estate, New York City), E. W. Palmer (Kingsport Press, Kingsport, Tenn.), Henry P. Conkey (W. B. Conkey Co., Hammond, Ind.), ex-officio.

It is believed that the sub-committee should have the details worked out shortly and that ratification by the publishers will be effected within the next few months.

Excellent Attendance

The importance with which the matters discussed are viewed in the trade is indicated by the presence of all the members of the binders' committee at the second conference, held so soon following the first conference, despite the fact that some of the members were obliged to come a considerable distance.

While neither the publishers' nor the bookbinders' committees have made an announcement regarding the matters discussed, stating that official announcement will be made after the agreement has been finally accepted by both sides, it is assumed that the items discussed and which are slated to be accepted will have a far-reaching influence on further cementing relations between the publisher, the book manufacturer and edition binder.

The two conferences might be said to have added a new chapter to the history of book manufacturing and edition binding in the United States and have been convincing proof of the possibilities for amicable discussion and agreements, mutually beneficial, which can be reached by trade association co-operation.

* * *

Hudson Bindery, Inc., New York Edition Bindery, to Liquidate

Hudson Bindery, Inc., 34 Hubert street, New York City, edition binders, will liquidate its affairs by May 1.

Bindery was established in 1907 by Melville Strong, father of the present president, Wendell M. Strong, who became president on the death of his father in the fall of 1927, but whose active business is that of Associate Secretary of the Mutual Life Insurance Co. of New York. Miss Lillian A. Germain has been secretary, and Mr. James J. Reilly vice-president and manager.

Mostly novel work has been done, the bindery having a capacity of around 8,000 volumes daily.

* * *

Would Authorize $1,500,000 for Purchase of Incunabula

A BILL pending in Congress authorizes an appropriation of $1,500,000, to be paid to the Joint Committee of the Congressional Library, for the purchase of 3,000 items of incunabula, the present property of Dr. Otto F. F. Vollbehr, of Berlin, Germany.

According to the terms of the bill the collection would be deposited in the Congressional Library, and be known as the Herbert Putnam collection of incunabula.

The purchase does not include Dr. Vollbehr's copy of the Gutenberg Bible, and represents but a part of his collection, which was exhibited in leading printing centers several years ago.

* * *

Enrollment Figures for Students at Carnegie School of Printing

The geographical distribution of the day students who are studying printing and bookbinding in the Department of Printing, Carnegie Institue of Technology, Pittsburgh, is as follows, according to the latest enrollment figures:

Pennsylvania, 23; New York, 12; Ohio, 8; New Jersey, 6; Illinois, 4; California, 3; Connecticut, 2; Delaware, 2; District of Columbia, 2; Maryland, 2; Wisconsin, 2; Indiana, 1; Kansas, 1; Louisiana, 1; Maine, 1; Massachusetts, 1; Michigan, 1; Minnesota, 1; Oregon, 1; Virginia, 1.

There is one student from Canada and another hails from far-off India.

Student Groupings

The grouping of the students in the various classes is: Degree seniors, 9; degree juniors, 8; degree sophomores, 22; degree freshmen, 16; total, 55.

Short course, first year, 14; second year, 5; total, 19.

Special, first year, 2; second year, 1; total, 3. The grand total of students is 77.

The number of students that entered this semester is 36. The approximate number of students with relatives in the printing or bookbinding business is 30.

There are about 121 in the night school, with more than 40 firms represented in the student body.

* * *

Practical Triples Space

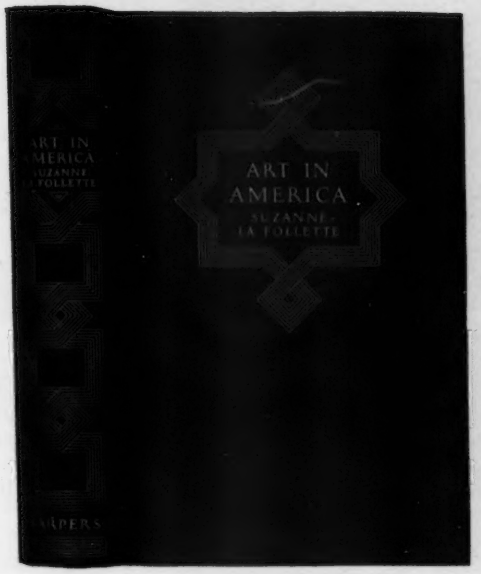
Practical Bookbinding Co., Inc., 114 West 26th street, New York City, pamphlet binders, has tripled floor space, also adding the following equipment: an Oswego Carter 44, a Rosback rotary perforator, a Model B Cleveland folder and a Dexter folder.

Isaac Ginsburg, president, has been in the bookbinding trade for 35 years. For 20 years of this time he has been head of his own company, having organized the General Bookbinding Co., and the Atlantic Book Bindery.

Bold, New Patterns and Symmetry in Current Edition Binding Designs

Books on this page designed by CLARENCE P. HORNUNG

An effective array of "backbones" showing unusual departures in treatment and design. Bookbinders represented are Haddon Craftsmen, Quinn & Boden Company, Inc., Vail-Ballou Press, Inc., Harris Wolff Estate, Cuneo Press



ART IN AMERICA—*Imitation gold on maroon natural finish cloth. Published by Harper & Bros. Bound by Haddon Craftsmen*

THE WHITE MOUSE—*Red book cloth stamped in imitation gold. Published by Harper & Bros. Bound by Harris Wolff Estate*

LA VILLE—*Stamped in gold and black ink on white imitation leather backbone. Front and back covers of black matrix. Bound by Harris Wolff Estate*

HUMAN HISTORY—*Red Vellum cloth, imitation gold. Published by W. W. Norton & Co. Inc. Bound by Harris Wolff Estate*

News of the Publishers

Society to Publish Rare Texts in Popular Priced Editions

Facsimile Text Society, New York City, is a new society which will publish rare printed texts and manuscripts in popular editions in order to make them accessible to readers, who would otherwise be unable to read them except in distant libraries and museums.

A list of 109 titles in five fields of scholarship is being considered for reproduction. First volumes are slated to appear about March 1. Prices will range from $1 net, for a book of 96 pages or less, upward, according to cost of reproduction.

Prof. Frank A. Patterson, of the English Dept., Columbia University, is the society's acting executive officer. For the present his office at Columbia will be the office of the society.

* * *

Vrest Orton in Rutland

Vrest Orton, formerly with the "American Mercury," has established a private press at Rutland, Vt., where his preliminary plans call for the production of a "few soundly printed books at sensible prices." He will also be connected with The Tuttle Co., Rutland, publishers and rare book sellers, in capacity of editorial advisor.

* * *

New Publishing House

The Brown House, a new publishing firm with offices at 1 East 45th street, New York City, will devote its first year's program entirely to new editions of famous books.

* * *

Oklahoma U. Press Publishing

University of Oklahoma Press, Norman, Okla., has published its first two books. It will serve as the publishing division of the university. Joseph A. Brandt is editor; Samuel S. Crawford, superintendent.

William F. Payson Re-enters Publishing Field

William Farquhar Payson has opened an office at 598 Madison avenue, New York City, and announced his intention of re-entering the publishing business. Mr. Payson, who was formerly president of Payson & Clarke, Ltd., will not enter the general publishing field, but will direct his efforts towards a specialized group interested in books on art, architecture, outdoor life, hunting, amateur sports and kindred lines.

William Farquhar Payson

Prior to the founding of Payson & Clarke, Ltd., Mr. Payson was the American editor of "The Connoisseur," and president of the Connoisseur Publications of America, Ltd. Later he purchased part ownership of the "Field Illustrated," and likewise became its editor.

Guy Holt Now Directing New Titles of McGraw-Hill Book Co.

Guy Holt, who recently severed his connection with the John Day Co., of which he was one of the founders, is now director of trade publications for the McGraw-Hill Book Co., Inc., New York City. This company is soon to enter the general publishing field, bringing out non-technical books on business and science intended to interest the general reader as well as the business man or the scientist.

* * *

Alfred H. King Publishing

Alfred H. King has entered publishing with offices at 8 West 40th street, New York City. He will specialize in translations from the German and plans to equalize his fall list with English and American authors. Five titles are on the spring list.

* * *

Newland Press Started

Another new publishing house has entered the field. It is called the Newland Press, and its offices are at 25 West 44th St., N. Y. The first book to bear the imprint of this house will be "Generations of Adam," by Dr. A. L. Wolbarst.

* * *

Joins Coward-McCann

Paul B. Thomas is now managing the new Educational Department of Coward-McCann. He was until recently with Alfred A. Knopf, Inc.

* * *

Cosmopolitan Book Corp. Moves

Cosmopolitan Book Corp., formerly at Eighth avenue and 57th street, New York City, is now located in larger quarters at 572 Madison avenue on the sixth floor.

* * *

In our last issue it was incorrectly stated that the New York offices of the World Syndicate Publishing Co., of Cleveland are located at 658 Fifth avenue. The address should have been 200 Fifth avenue (Room 658).

* * *

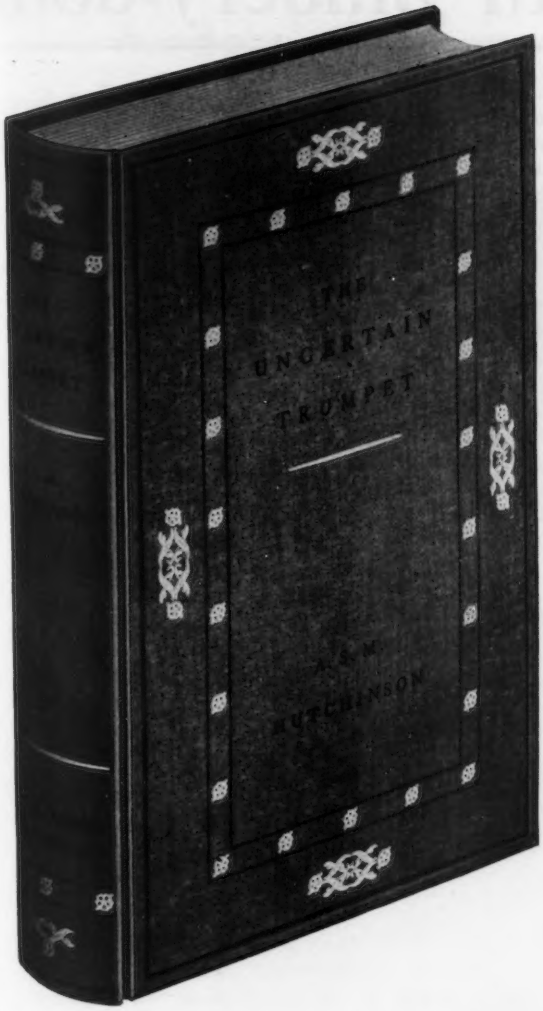
"I am always interested in the articles that appear in BOOKBINDING MAGAZINE. I am glad that you feature the historical as well as the artistic side of the craft."—JOHN F. GRABAU, *Art Bookbinding Studio, Buffalo, N. Y.*

Ruling Ink Fastener

H. Behlen & Bro., 10-12 Christopher street, New York City, is featuring Behlen's Ruling Ink Fastener, described as a preparation to waterproof and keep ruling ink from rubbing and smudging.

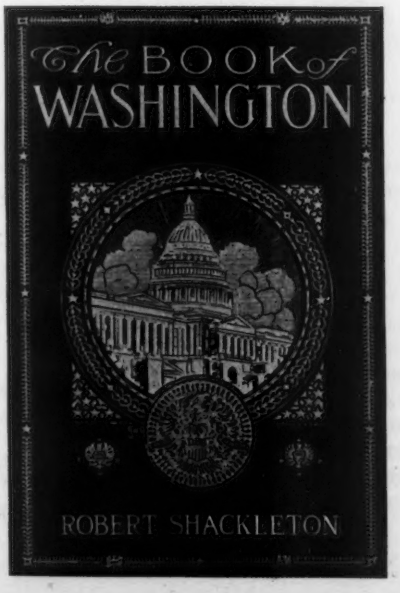
According to a circular issued, the fastener is added hot to the ink mixture, obtained by mixing the color with boiling hot water at a ratio of about one fluid ounce of fastener to every quart of ink. In some cases where the paper is highly finished the quantity may be increased.

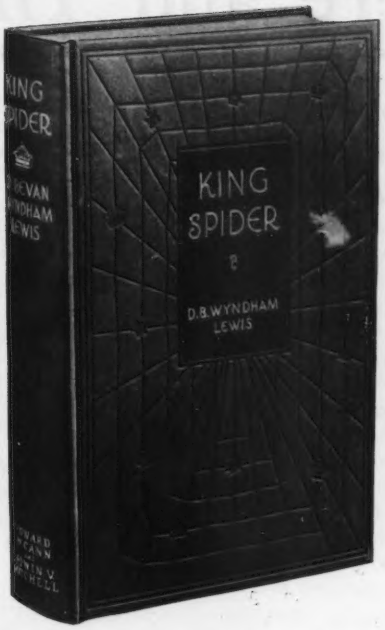
While using the ink the ruler should occasionally take a brush and stir the solution gently to prevent the fastener from hardening in the bowl, the circular further states. It is claimed that the fastener will produce a much darker line especially in black ink.



THE UNCERTAIN TRUMPET.—*Pink cloth die-stamped in two colors. Bound by the Riverside Bindery, Cambridge. Published by Little, Brown and Co.*

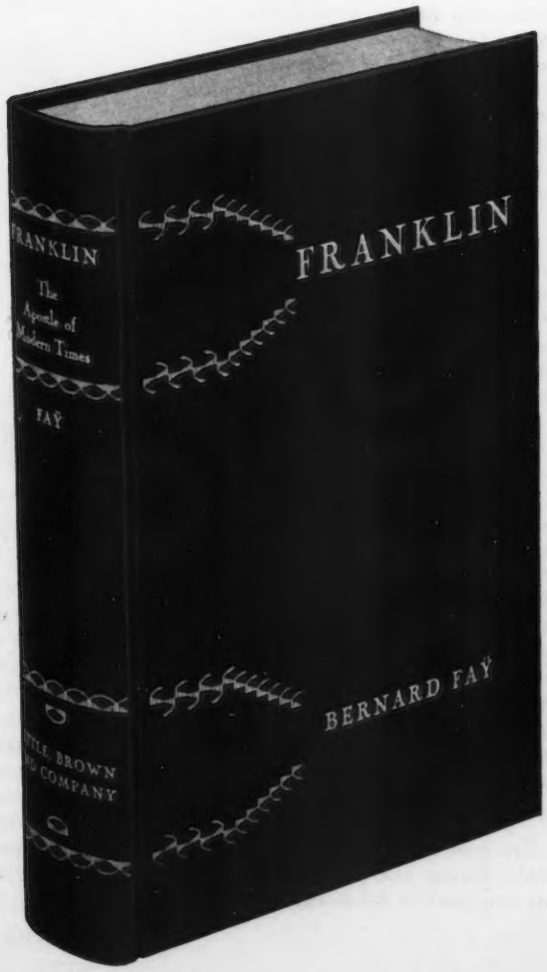
THE BOOK OF WASHINGTON.—*Blue and white ink and imitation gold stamping against dark green bookcloth background. Bound by The Oldach Co. Published by The Penn Publishing Co.*





KING SPIDER.—*Brown common vellum stamped in flat imitation gold leaf and blank. Published by Coward-McCann Inc. Bound by J. J. Little and Ives Co.*

FRANKLIN.—*Die-stamped in orange and green inks on extra black cloth. Published by Little, Brown and Co. Binding by the Riverside Bindery and E. Fleming.*



Here and There in Bindery-dom

Kiggins & Tooker Co. Acquired by Nat'l Blank Book Co.

National Blank Book Co., Holyoke, Mass., has acquired the Kiggins & Tooker Co., Inc., 35 Park Place, New York City. The latter will continue to manufacture its regular line under the old style but as a New York division of the National.

The Kiggins & Tooker line includes address books, engagement books, pads, albums, etc., for personal use and for commercial use blank books, scrap books, time and pass books, indexes, price books, manuscript books, date books and an extensive line of memorandums and diaries.

Established in 1846, the Kiggins & Tooker Co., is one of the oldest blank book firms in New York City. The National itself dates back to 1843.

* * *

Specialty Services for Bookbinder Featured in 25th Edition of Catalogue

Indexing of the pages, so that the reader can turn at once to any page, listing the various products in which he is interested, is a feature of the latest catalog of the G. J. Aigner Co., 503 D. Jefferson street, Chicago, manufacturer for bookbinders, printers, lithographers and stationers, the index at the same time being a sample of the company's own cutting service.

The catalog covers the extensive line of tabs made by the company, gummed hollands, cambric, muslin hinged stock, gummed patch reinforcements; law, number, name labels and side titles. It also describes the company's punching service, steel rule and hollow die cutting, its celluloiding, stamping and embossing service.

Other pages are devoted to the company's line of paper brief covers, fasteners, flexible folders, grip binders, saddle grip magazine binders, telephone book covers, angle back catalog covers, shoe string binders, "non-punch" magazine binders, multicopy binders, lock transfer and storage binders, prong binders, call report binders, student note books and other types of binders, student note book rings and metals.

Real Estate Record

The company is featuring a real estate listing and field book, which was compiled to fill a demand in the real estate field for a guide and ready reference of real estate listings and field book. Listings, names of applicants, submittals, records of documents, daily record sheet, futures, and bookkeeping forms comprise the items that are incorporated into the system.

* * *

Southwest Tablet Mfg. Co. to Rebuild

The Southwest Tablet Manufacturing Co., South Dallas, Tex., manufacturers of pads, notebooks and other commercial paper products, is planning the early rebuilding of a part of the plant, which was recently destroyed by fire at a loss of $100,000.

* * *

"Jumbo" Binder Featured by the Burkhardt Co., Detroit

As another instance of "creative business" for the bookbinder, the Burkhardt Co., Inc., Detroit, is featuring the "Jumbo Single Vision Display Binder," described as a super-size visual display binder for sales managers, advertising agencies, public speakers, etc.

How large-size display binder can be used

The binder may be equipped with black cover-stock leaves for mounting newspaper advertisements, photographs, proofs, etc., or with white drawing paper for sketching chalk talks, and other purposes.

When in use the "Jumbo" may be set upon a desk or table. After the visual demonstration is finished it folds flat for carrying. This size of binder is made for displays size 19 x 25, and is carried in stock together with other smaller sizes for the use of salesmen.

Association Folder Sets Forth Advantages of Pen Ruled Forms

In its campaign to popularize pen-ruled forms, the St. Louis Paper Rulers Association, 2734 Sidney street, St. Louis, has issued a four-page folder addressed to bookkeepers and accountants.

A specimen of a pen ruled form, with aniline ink, in blue and red, is given. The borders of the folder are also pen ruled in vari-colored inks. A touch of lightness is given the folder by printing a poem on the first page, in which the advantages of pen-ruled forms are set forth.

The following St. Louis firms comprise the membership of the association:

Acme Ruling Co., George D. Barnard Stationery Co., Bohn-Bappert Ruling Co., William Gannon & Son, Buxton & Skinner Printing & Stationery Co., Olive Ruling Co., Pearlstone Printing & Stationery Co., Raack's Ruling Shop, Golden Ruling Co., Merkel Bros.

* * *

Long Island Bookbinder Now in New Quarters at Jamaica

Long Island Bookbindery, of 90-17 16th street, Jamaica, N. Y., has recently incorporated with Henry G. Mannnetho as president and treasurer, and is now settled in its new quarters at 10526 Tuckerton street, Jamaica.

* * *

Loose Leaf Catalog or Price Lists as Selling Aids for Salesmen

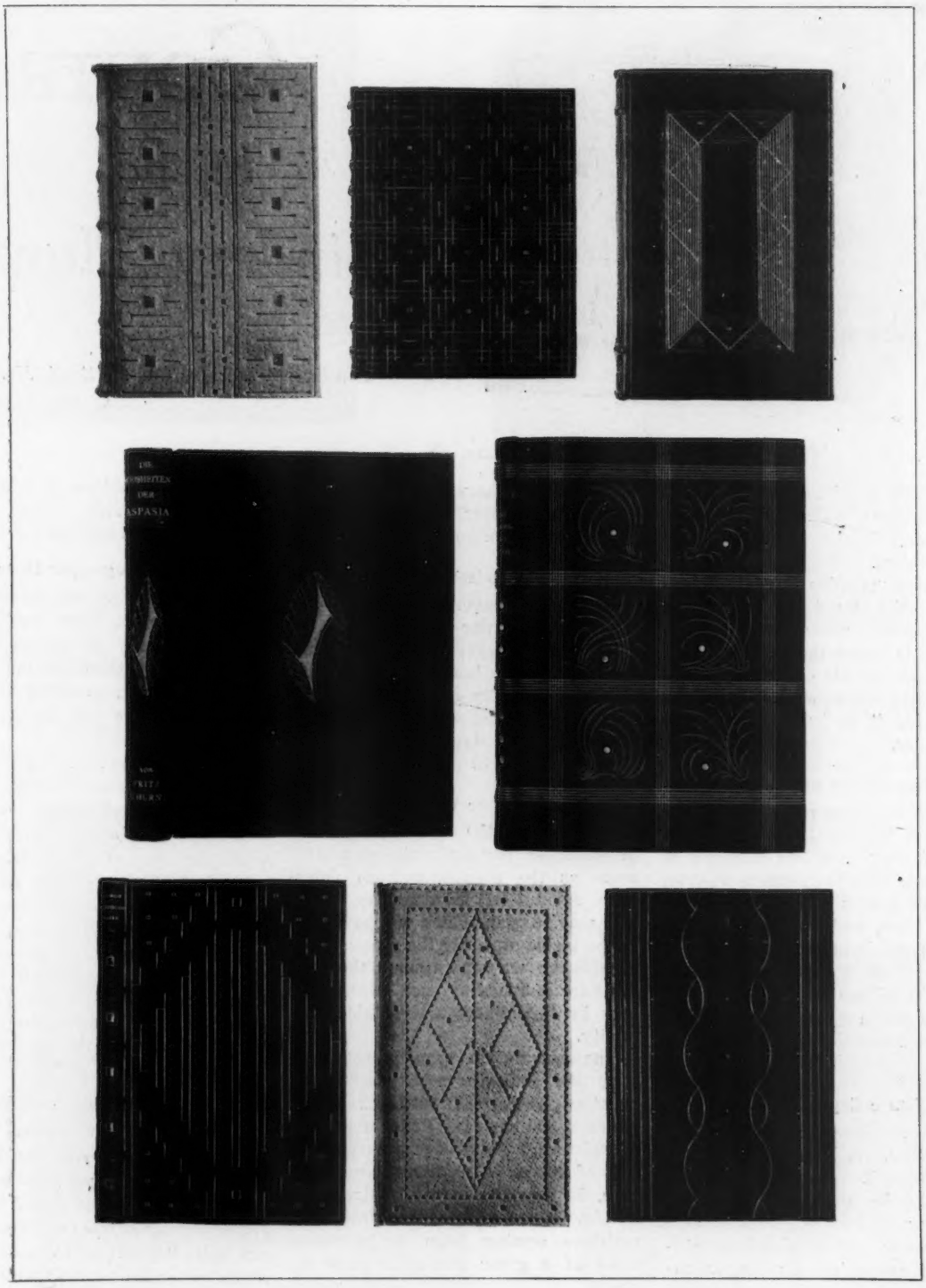
THAT a salesman can make a very bad impression on the customer or prospect—and possibly lose the sale—because of his lack of readily referable prices is the point advanced by the Baker Vawter-Kalamazoo Division (Remington Rand Business Service, Inc., Buffalo), in favor of a convenient loose-leaf binder in which the salesman can carry his samples or prices.

The following scene is visualized:

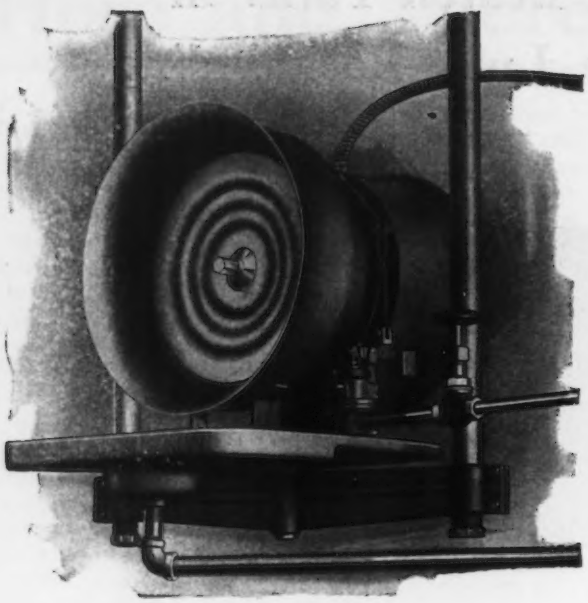
"Catalog open, prospect enthused, sale about to be closed . . . then comes the cold water. 'Wait a minute; I think that price has changed.' Feverish search through bulging pockets. Wrinkled paper appears. 'Yes, it has; that will cost you $52 more. Flap! Flap! Sound of sale taking wings."

Any such situation can be easily avoided by using a loose-leaf catalog or price list, the company says.

Variants from the Beaten Paths in Modern German De Luxe Bookbinding



Above group is third of BOOKBINDING MAGAZINE'S *series on trends and developments in the craft and industry abroad. All of the bindings shown are the work of Paul Kersten, who is probably the most prominent art-bookbinder in Germany today. For many years Herr Kersten has been known as an authoritative writer on bookbinding subjects and as a teacher of his trade, having been appointed in 1904 as headmaster teaching bookbinding in Berlin School of Trades. His bindings have been exhibited in Germany, Switzerland, Norway and Denmark*



Humidity Control in the Bindery Plant

By A. E. DAVIS
Southworth Machine Co., Portland, Me.

AMONG the important technical problems in bindery production today is the question of humidity control.

The term "relative humidity" best describes the condition which the writer wishes to make clear.

By this is meant the actual amount of moisture the air contains in comparison with the amount it would be possible for it to hold at the same temperature.

Temperature and Water

Thus, if the temperature is 70 degrees, and the air is holding 4.788 grains of water, relative humidity is 60 per cent. This is known to be true, since 4.788 grains are exactly 60 per cent of 7.890, and the latter is the greatest possible amount of water the air can hold at 70 degrees Fahr.

A grain of water is 1/700 of a pound. A gallon of water weighs 8.35 pounds, and therefore contains 58,450 grains.

Moisture Capacity of Air

The above figures are correct for every section. A humidifier, regardless whether it vaporizes water directly into the air, puts it into the air from spray nozzles, places it there by discharging air more or less saturated with water into a room, or employs any other method, cannot change the capacity of the air to hold moisture by so much as a thousandth part of a grain.

In other words, although the amount of water the air can hold is very small, the effects of the small quantity are great.

There are some claims made for this or that machine because it will evaporate or otherwise discharge into the air as much as three or four gallons of water an hour.

Outdoor Relative Humidity

Since the temperature of the air during the Winter months averages well over 20 degrees, and since the outdoor relative humidity during the Winter is usually more than 70 per cent, such claims will be given the best of it if we figure an average of 20 degrees and 70 per cent.

Moisture Content

Inasmuch as the number of grains of water in the air outdoors is the same as the number indoors (plus such amount of moisture as sinks, etc., may furnish, which will be added to the inside air), for the purposes of illustration we will assume that no moisture is added by such means, except by humidifiers and outside humidity.

The assumption then is that we have the following: Outdoor temperature, 20 degrees; outdoor relative humidity, 70 per cent; outdoor grains of moisture, 0.864 of a grain per cubic foot of space. Also, indoor temperature, 70 degrees; indoor relative humidity, 60 per cent; indoor grains of moisture coming from the outside, 0.864 of a grain per cubic foot of space.

Since we are assuming that we will raise indoor relative humidity to 6 per cent, which means 4.788 grains of water, and have also assumed that the only moisture received indoors, aside from what the humidifiers give us, is that furnished by the natural outdoor humidity (0.864 grain), the actual amount we must get from a humidifier is 4.788, minus 0.864 grain. This leaves the net amount at 3.924 grains.

Air Changes per Hour

The number of air changes per hour in a room when outdoor temperature is only 20 degrees is probably not more than one on the average. However, granting there are two changes, we will figure on that basis.

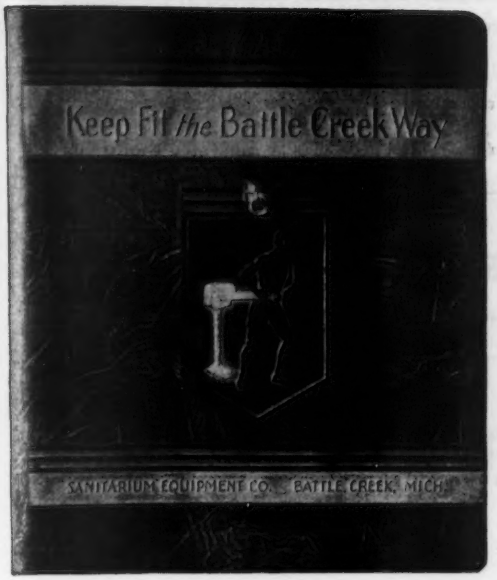
We will assume that 60 per cent will require 7.848 grains of water an hour for two such changes. It is the writer's contention that no humidifier will take care of more than 12,000 cubic feet of space during all seasons of the year in the latitude of New York City, where at some seasons humidity may drop to 12 per cent. As a matter of fact, in Denver humidity sometimes falls to 7 per cent. In other words, the lower the humidity falls, the more moisture a humidifier must supply.

Moisture Needs Analyzed

To return to our original figures, we find that we must supply 7.848 grains of moisture per hour per cubic foot to the air of our room, or 94,176 grains for our 12,000 cubic feet, which is a little more than 1½ gallons, but which, nevertheless, maintains humidity at 60 per cent

As stated previously, 60 per cent humidity at 70 degrees is precisely 4.788 grains. Add 0.399 of a grain and we have 65 per cent; subtract 0.399 of a grain and we have 55 per cent.

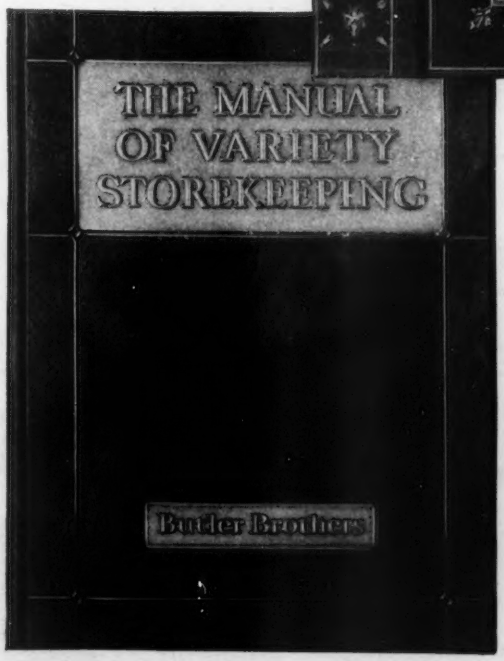
These figures discount claims made regarding high absorptive or evapo-

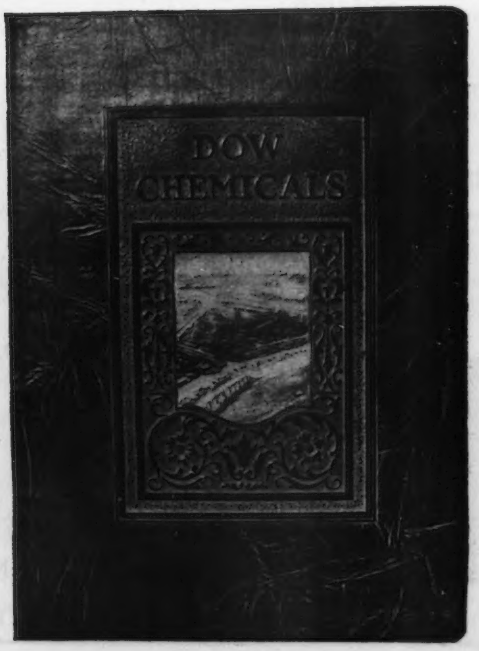


Upper Left and Lower Right.—*Examples of recent Burk-Art processed work produced by The Burkhardt Co., Detroit.*

Attractive Design in Catalogue Covers

Heightens Appeal and Usefulness to Customers





Lower Left, Center, and Upper Right.—*Airbrushed catalogue covers with original designs produced by the G. J. Aigner Company, Chicago.*

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is to provide an equipment of ample capacity.

Southworth Humidifier

A discussion of the merits of the Southworth Humidifier necessarily involves mention of its improved features. It was decided, first of all, to reduce both the size and weight of the device. Aluminum was selected for the material. We "built better than we knew," for while both results were achieved, we also found that we had selected the one material having the greatest affinity for water.

Speedy Control Sought

However, the chief thing we wanted was an individual control that was at once economical, durable, extremely sensitive, automatic and quick acting.

The control is operated by an element which corresponds with the material used for strings on a musical instrument, such as a violin, although given a somewhat different treatment. In the accompanying illustrations the small white line running from the valve indicates the cord, which expands or contracts as humidity rises or falls.

As the cord changes in length within the two-minute period, the valve opens or closes slightly, and the moisture flow increases or decreases, thereby keeping humidity at a practically uniform point. The cord is no larger than the lead in a pencil, but its strength is practically unbreakable in human hands.

Another feature is the water valve, which has been so precisely constructed that the pressure of the water itself will close it almost instantly in case of accident, thus precluding any possibility of the valve being thrown wide open and the water gushing out.

Density of Vapor

In vaporizing the water the disk system is used, which produces an extremely fine vapor of the density of steam. This feature makes the vapor more readily absorbable than if the vapor consisted of coarse particles.

Humidity changes in the bindery are responsible for many bindery production troubles which can be practically eliminated, so far as humidity is concerned, we claim, by the installation of the humidifier.

N. Y. B. T. A. to Install Cost System

(*Continued from page* 38)

known as the Master Bookbinders and Paper Rulers Association, and the name was changed to the Bookbinders Trade Association, Inc., of New York City, since it was felt it more clearly indicated the purpose and scope of the association. Separation from the New York Employing Printers Association was entirely an amicable one, and close relations have been maintained with the "mother" association since the bookbinders' association moved to 15 Park Row, the present offices.

R. Shoemaker
President of N. Y. Bookbinders Trade Association

Alexander Schwartz, managing director, has been in charge of the association's affairs since January, 1927.

* * *

U. S. Book and Pamphlet Exports Show Gain Over Previous Year

Books, printed and lithographic matter exported from the United States during 1929 in value totaled $27,119,312, or an increase of $2,870,114 over 1928 when the value of exports for this commodity group totaled $24,249,198, according to Department of Commerce figures.

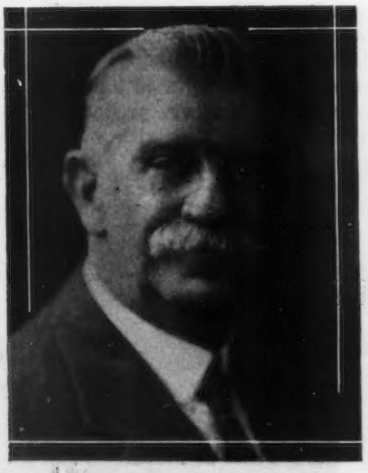
A gain of $1,783,913 was made by pamphlets and books and other printed matter $1,307,409. Lithographically printed matter, excepting post cards and maps and playing cards, were the only two items in this group showing losses.

* * *

Baltimore Bookbinders Discuss Bindery Production Problems

Open discussions on production problems continue to be the feature of the monthly meetings of the Baltimore Bookbinders Association, of which H. K. Cammann of Cammann Bros., is president.

The meetings are being well attended, indicating the interest in the association which the employing bookbinders of Baltimore are taking in the affairs of the association. At the meetings the members freely discuss the costs of operating machines and the amount produced, comparing their individual experiences. Where one member states his experience has not been as favorable as the other binders an attempt is made to try to analyze why this is so.



H. K. Cammann
President of Baltimore Bookbinders Association

The subject of production will be continued at future meetings until thoroughly covered after which another question of interest to all the members will be taken up.

* * *

Merger of Five Well Known Firms on Pacific Coast

Consolidation of the well-known Pacific Coast firms of A. Carlisle & Co., Ingrim-Rutledge Co., Isaac Upham Co., F. Malloye Co., all of San Francisco, and A. Carlisle & Co., of Nevada, has been effected, according to a recent announcement.

The new organization is now known as A. Carlisle & Co.-Upham & Rutledge, Inc. Officers and directors of the companies will form the management of the new organization, with B. M. Carlisle as president.

Merger creates one of the largest companies of its kind in the United States engaged in the manufacturing and jobbing of printing, binding, lithographing, stationery, office and bank equipment and supplies.

All of the companies have been prominent in their respective lines for years, and their histories date back to the colorful stage coach and gold rush days of the West.

* * *

Baltimore Sales Book Co. to Build Addition

Contracts for the construction of a new one-story addition to their present plant in Baltimore, Md., have been awarded by the Baltimore Sales Book Company, 3122 Frederick street.

The work, which includes new equipment, is to cost about $100,000.

Machinery and Equipment

Universal-Peerless Slot Perforator

THE Universal-Peerless rotary slot perforator, manufactured by Nygren-Dahly Co., 218-230 North Jefferson street, Chicago, retains its original basic principle as designed by A. G. Burton in 1886. The Nygren-Dahly Co., as successors to A. G. Burton's Son have continued this principle but have added such mechanical improvements, according to the manufacturers, which were considered necessary to meet modern conditions.

Latest Model, Universal-Peerless Slot Perforator

Alignment of the feed rollers, shafts and delivery rollers has been so constituted as to assure accurate register. The feed rollers are of steel, ground to size, and a roller bearing support under the center of the lower shaft, a new feature, keeps the shafts true.

The hardened, reversible dies can be used for a long period, it is claimed, even on continuous operation of the machine. Adjustable ironing rollers that iron out any burr that may be thrown up by the perforating cutters also enable delivery of the perforated stocks smooth and flat without any perceptible raise in the stock at the perforation.

There is also a mechanism embodied in the machine for strike-in work on checks, statement forms and other clauses of work requiring the perforation to come to a definite stop at some point on the paper.

The mechanism is positive in its action. The gate to which the paper is fed is operated by a timed, internal cam, the perforator heads are raised by a roller passing over cams set at the proper places in grooves in the cam gear. The cam gear is graduated and the cams are stamped as to size, making it possible for the operator to set up even a most complicated job in a few minutes, it is stated.

Size and shipping weights are 895 pounds for a 30-inch machine; 990 pounds for a 36-inch machine and 1120 pounds for a 42-inch machine.

* * *

New Movable-Stationary Bindery Tables for Government Printing Office

In his recent annual report for 1929 the Hon. George H. Carter, public printer of the United States, states that there were installed last year in the Government Printing Office bindery, 78 movable tables, which he says have greatly facilitated handling and moving of bindery products. The tables are equipped with wheels and brakes so that they can be moved or made stationary. The tables were designed and built by the Government Printing Office.

A typical table has a frame built up of 1¼-inch iron pipe with all connections welded to insure rigidity. The top is composed of one-inch maple. Of the four wheels, one pair is of the full ball-bearing swivel type and the other pair of ball-bearing non-swivel caster type.

The brake or locking device is attached near the end of the table having swivel casters and is in reality an adjustable leg. Throwing the lever, which is clearly seen in the illustration, into a vertical position forces the adjustable leg or brake down against the floor and so prevents the table from moving in any direction.

According to Mary A. Tate, assistant to the public printer, it is important that the brake be at the swivel caster end of the table, as its installation at the other end would allow the caster end to be moved about in a circle.

* * *

Diamond Power Cutter Improved Model

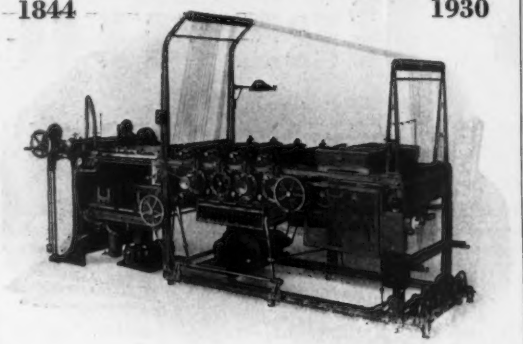
The new Diamond Power Paper Cutter, which is manufactured by the Challenge Machinery Co., Grand Haven, Mich., features a stronger construction than former models and other additional improvements have been incorporated. It is available in two sizes, 30¼ and 34½ inches.

The chromium-plated hand-wheel, 14½ inches in diameter, enables the easy and rapid operation of the chain-driven back-gage. The latter locks directly to the table and cannot lift or slip when heavy piles of paper stock are jogged against it.

(*Continued on page* 62)

Movable Tables in Use in Government Printing Office Bindery

1844 1930



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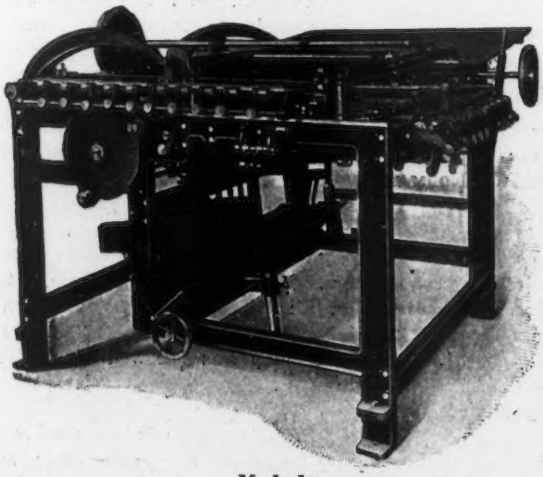

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BINDERY BREVITIES

by THE OPTIMIST

WHAT type of books did the great American reading public like best during 1929?

While BOOKBINDING MAGAZINE is not a literary publication in any sense of the word, it is of interest to know what kind of books took the lead in book manufacturing last year.

In his retiring presidential address, *Joseph W. Lippincott*, immediate past president of the National Association of Book Publishers, and president of *J. B. Lippincott*, Philadelphia, discussed publishing trends here and abroad.

It seems that last year biography took the lead in the United States, with history declining.

Fiction showed a large increase in England, while in Germany the chief increase was in books on trade and commerce. Spain reported a marked increase in books on philology, although I don't think that news will startle any of us.

* * *

"*WORKING as closely as we do with Great Britain it is somewhat surprising that in 1929 biography should be our leader, while fiction features that country's increase," Mr. Lippincott observed.*

Joseph W. Lippincott
. . . discussed publishing trend

That the American is still one of the most extensive readers in the world (although the per capita purchases are still absurdly low, indicating the great book market available) is shown by the increases in titles for philosophy, law, educational, texts, philology, scientific books, medical, fine arts, general literature, poetry, juveniles and biographies. There has been a falling off, however, in religion, sociology, agriculture, music, history, geography and travel.

* * *

ALSO a final check-up by the *National Association of Book Publishers* shows that the total number of titles last year was 10,187, comparing with 1919, which amounted to 5,741. Incident to the world war and high production costs publishing reached its low ebb in that year. Since 1919 there has been a constant and impressive progress, according to Mr. Lippincott, with a return to the heights of 1914. In 1909 the Census Bureau figures showed approximately 126,000,000 volumes, while in 1927, when the latest census was taken, the total was 227,495,544.

* * *

SHOOTING through 32nd street, Manhattan, the other day, Broadway-bent, I encountered C. NORMAN WARRY, *art editor of the* D. APPLETON & CO. *who seized my arm in his enthusiasm and asked me to come up instanter into the Appleton office.*

He said he wanted to show me one of the best bits of brass die engraving he had seen in many a year.

All agog, I accompanied him thither and Warry immediately produced the exhibit.

* * *

"FIRST of all, we have here the original cover of 'Alice in Wonderland,' first U. S. edition of 1866," Mr. Warry said with the air of a prestidigitator. "And here we have an identical cover, with the picture of Alice, stamped with a die engraved in 1930. As you can see, the two stampings are almost as alike as the two halves of a Seidlitz powder."

The stamping is extremely interesting because of the difficulty that was encountered in reproducing the exact facsimile of the brass dies from the original edition, Warry told me. The problem was to get the same fine line and same expression on the face of Alice, also that of the Cheshire cat, which serves as the back ornament.

Tenniel Resuscitated
Do you remember sweet Alice?

"To work from a cover which has withstood the ravages of time for over 60 years certainly calls for much skill on the part of the engraver," he said.

The die was engraved at the plant of the *Becker Bros. Engraving Co.*, 103 Lafayette street.

I daresay most everybody in the book manufacturing business in New York City knows the Becker brothers. The engraving of the die took on all the importance of a major operation at the Becker plant and every step was followed with intense interest.

* * *

WENT up to Buffalo several weeks ago on the same train with JOHN CLYDE OSWALD, *managing director of the* NEW YORK EMPLOYING PRINTERS ASSOCIATION. *In his recent book, "A History of Printing; Its Development Throughout Five Hundred Years," Mr. Oswald devoted a chapter to the history of binding from earliest times to the present day.*

Mr. Oswald was due to make an

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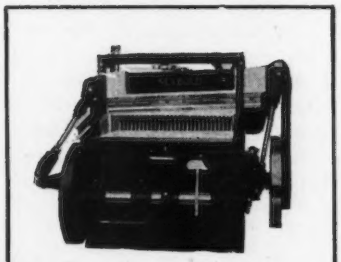
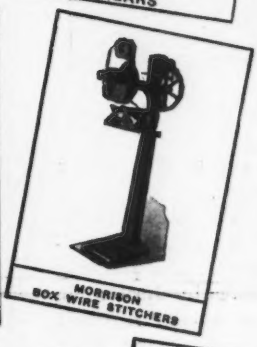
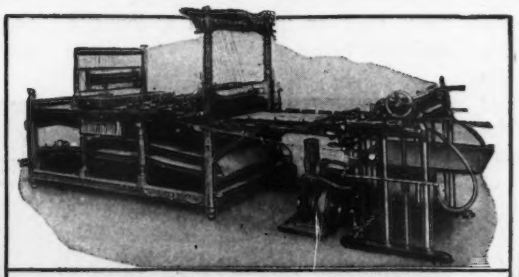
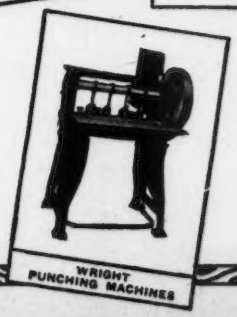

SEYBOLD PAPER CUTTERS
Style 2040—2079

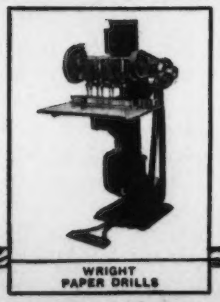

MORRISON
BOX WIRE STITCHERS

WRIGHT
SINGLE PAPER DRILL


HICKOK PAPER RULING MACHINES.

WRIGHT
ROUND CORNER CUTTER


WRIGHT
PUNCHING MACHINES


WRIGHT
PAPER DRILLS

WRIGHT
PERFORATORS

PAPER CUTTERS
BOOKBINDERS MACHINERY

address on BENJAMIN FRANKLIN *at the Franklin dinner given in Buffalo in connection with the industrial art exhibition of printing and allied industries in that city, which was shown at the* BUFFALO MUSEUM OF SCIENCE.

* * *

MY good friend, *John F. Grabau*, the Buffalo art binder, had an unusually fine exhibit at the museum and the picture shows Mr. Oswald

Messrs Grabau and Oswald
Art binding skill receives recognition

presenting a gold cup to Mr. Grabau for excellence of work.

This year friend Grabau is observing the 25th anniversary of his bindery in Buffalo. He is now planning a private exhibition in Boston in April and another at the *Albright Art Gallery*, Buffalo, during May. The Boston exhibition will be at the *Society of Arts and Crafts*, of which Mr. Grabau is a master member. He is also a charter member of the *Guild of Bookworkers*, which will hold its annual exhibition in New York in April. Photo is by courtesy of "Printing."

* * *

MR. *OSWALD, who is known as president of the* INTERNATIONAL BENJAMIN FRANKLIN SOCIETY, *recalls some interesting facts about Franklin as a bookbinder.*

It was in the 1730's *that Franklin began to advertise that at his printing shop in Philadelphia that books could be "bound reasonably and in the best manner." This advertisement was run at the end of his paper, "Poor Richard's Almanac," and proves that he took in outside work for binding.*

The advertising continues to appear after Franklin became postmaster in 1737, *with a change announcing his new office, but ceases in the fall of* 1740.

Thus Franklin was practically engaged in bookbinding throughout the decade from 1730 *to* 1740.

WHEN I was over in England on a visit two years ago, I made a special point to drop down to Whetstone and visit the cottages of the *Bookbinders Cottage Homes and Pension Society*, which this year is observing its centenary.

Hedley Miller, secretary of the Master Bookbinders' Association, London, and who is also one of the secretaries of the society, has written an interesting brochure on the history of the society from the first organization meeting in the fall of 1829 to the present day. I'm sure that if you want a copy, Mr. Miller will send you one with his compliments. Mention my name. His address is The Master Bookbinders' Association, 97 Cannon Street, London, E. C. 4.

The group of cottages at Whetstone are cozy and charming (the English certainly know how to build cottages) and are set down in an equally beautiful part of the English countryside. Here Britain's bindery workers, who have been members of the society, can live out the rest of their days, if they care to avail themselves of the privilege, in peace and security, surrounded by friends, who can talk bindery shop around an open fire and at tea time.

* * *

THINK you will agree with me, that the reception room of the PLIMPTON PRESS, *at Norwood, Mass., reflects character and dignity combined with an impression of warmth and well being.*

To overcome the bareness of paneled walls, usually devoid of decoration, murals adorn three sides of the room above the wainscoating. The leaded glass doors, emblazoned with the company's seal, and the built-in bookcase add considerably to the quiet charm of the room, which seldom is as vacant as it is pictured below.

In the treatment of the ceiling, the beams are covered with planed oak boards which enhance the general impression gained. The photograph is reproduced through the courtesy of "The American Printer."

* * *

THE question of prohibition is so much to the forefront these days in the United States that one can't even mention it here, I daresay, without starting any controversy.

But I'm only going to refer to it casually, however, in order to dredge forth from the limbo of the past an interesting fact about *John B. Gough*, the famous temperance lecturer of the 40's, whole life story has just been published by *William Morrow & Co.*, New York City, under the title of "Tiger! Tiger!" by Honoré Willsie Morrow.

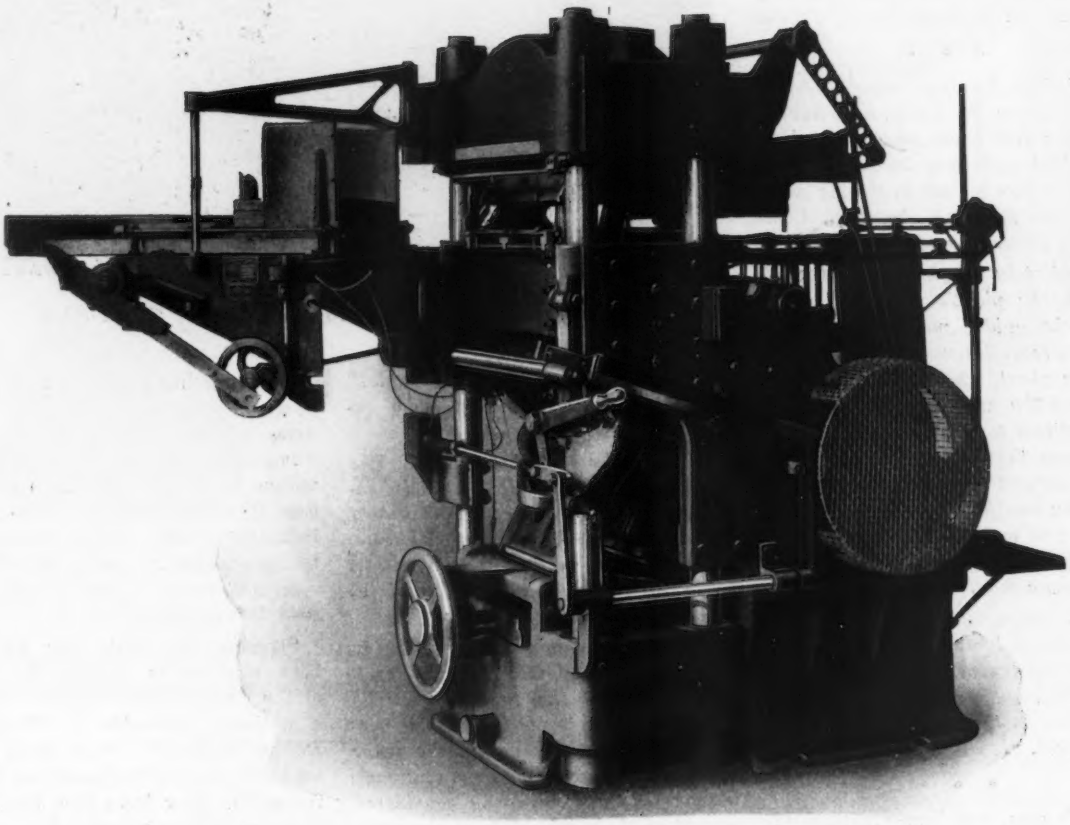
It's an engrossing book with its sketches of New York of a different day, its intimate pictures of the celebrities of the period, which all fill in a rich background for an absorbing biographical story.

But the most import fact is that Gough served his apprenticeship as a bookbinder in New York City in 1830 before "hitting the trail." He learned

Tasteful reception room of Plimpton Press welcomes visitors to this company's plant

Our Latest:

Embodying 4 Vital Improvements!



"STANDARD" No. 9 AUTOMATIC STAMPING PRESS

WITH INKING ATTACHMENT

In addition to the well-known features of Perfect Register, Thermostatic Heat Control and Automatic Safety Stop, the new No. 9 model contains these improvements:

1— SIZE. The press has a book cover capacity ranging from a maximum of 11" x 20" to a minimum of 5" x 8¼".

2— CONVENIENCE. The magazine feed swings clear of the front of the press to allow for setting up and making ready. Increases both quality and quantity of production.

3— ADAPTABILITY. Stamper can be used as hand feed machine as well as automatic, increasing its use for various classes of work that cannot be handled with automatic feed.

4— THE DIE IS HELD by means of a sliding plate which is easily removed and returned to registering position. The heating elements are arranged close to this sliding plate so that more efficient regulation of heat is obtained by the Thermostatic heat control.

Manufactured by THE STANDARD MACHINERY CO.
MYSTIC, CONN

Sole Selling Agents

THE E. C. FULLER CO., 28 READE ST., NEW YORK CITY
343 So. Dearborn St., Chicago Bourse Bldg., Philadelphia

his trade at the Methodist book plant at Crosby street, where he earned $2.50 a week. Gough was also in the bookbinding business for several years until he became famous as a reformer. Dr. Lyman Abbott once said the history of the temperance movement in the United States was the story of John B. Gough.

* * *

GOT into Chicago several weeks ago from St. Louis, and having arrived a few hours ahead of schedule, I beckoned to a taximan at the station to take me out to the big plant of the W. F. HALL PRINTING COMPANY *on Diversey avenue.*

Immediately sought out ELMER W. COFFEY, *the plant's industrial engineer, who guided me on a tour and gave me some interesting facts about the new plant, whose space has been increased by the construction of a new addition to the bindery.*

It seems that the Hall plant is one of the largest printing and binding plants on one floor in the world, and that if you walked the length of the plant four times you have covered more than a mile.

The accompanying photo shows the new addition to the present bindery. Its erection has added 185,000 *square feet of floor space and brings the total floor space in the plant up to* 660,000 *square feet.*

* * *

I ALSO saw, put into practical effect, the new employee suggestion plan inaugurated by the company. Ten boxes have been stationed in various parts of the plant, three of which are in the bindery.

There are suggestion blanks at each box, and employees are invited to write down or draw any idea or suggestion which might be a money saver or a time saver for the company, especially as regards production.

What do you suggest?

Once a week the boxes are emptied and the suggestions reviewed at a weekly meeting of an Awarding Committee, which is headed by *W. H. Harrison, Jr.*, general plant superintendent.

Considerable new space added to Hall Printing Co.'s bindery

"*HOW are the awards made?" I asked Harrison, who replied:*

"There is no maximum sum. The amount to be awarded depends entirely on the estimated improvement or saving that the suggestion effects. Our employees need have no fear that their ideas will not be wisely and judiciously dealt with."

Moreover, he added, every one in the plant is eligible for the cash awards, except the supervision, who are not eligible to receive awards pertaining to anything within the scope of their daily activity, since any such suggestions are naturally considered a part of their obligation to the management.

* * *

THE William Bradford Press (*Publishers Printing Co.*, 207 West 25th street, New York City), which dates way back to the days when these States belonged to Great Britain, has issued a 52-page book on "William Bradford, Printer to the King." I was very much interested in this since Will Bradford, who was New York's first printer and binder, hasn't been given nearly enough attention by the historians of early American printing and binding.

* * *

HERE'S another letter from *Ed Schaefer*, who is taking an active role in the campaign to popularize the use of pen-ruled forms.

My spies tell they saw Ed at his desk the other day banging out several reams of publicity and that sparks were issuing in a steady stream from the carriage and ribbon.

In his letter he doesn't deny this, saying:

"We're going to put over this campaign in a big way, if the pen ruling firms of the country get together. Advertising and publicity is the locomotive that pulls the train of business forward to success. The ruling industry of the United States certainly stands in dire need of some vehicle to move it forward along the road to prosperity.

"During the past year we have been continually urging the rulers of the United States to participate in a national campaign to 'Boost the Ruling Business.' From many cities we have received copies of the advertising that they have been issuing in response to that appeal."

* * *

FOR instance, to show what can be done in this direction, friend Ed cites the CHICAGO PAPER RULERS ASSOCIATION, *which has decided to spend* $14,000 *during* 1930 *in its campaign to exploit pen ruling, Ed says, also commenting:*

"It is essential to the very life of the ruling business that the rulers of the country form local organizations and make a united effort to regain the business that has been slipping away from them. Advertise and let the public know what pen ruling is and the economy and advantages of using it."

By the way, Ed is contributing an article on the mixing of ruling inks.

* * *

I HAVE had occasion before to refer to the snappy house organ, consisting of a four-page folder, which *A. M. Rabinof*, president of the *Elbe File & Binder Co., Inc.*, of New York City, issues each month

Established 1832 Incorporated 1916

HOOLE
PAGING AND NUMBERING
MACHINE
FOOT POWER ELECTRIC

A machine that is accurate and reliable. Consecutive, Alternate, Repeating and Serial Letter devices.

Best Numbering Machine Made

Interchangeable Parts.

Write for Catalogue.

Hoole Machine & Engraving Works, Inc.
30 Main Street, Brooklyn, N. Y.

Bookbinders' Machinery, Stamps and Rolls

Bookbinders Shears

From 33" cut to 60" inclusive

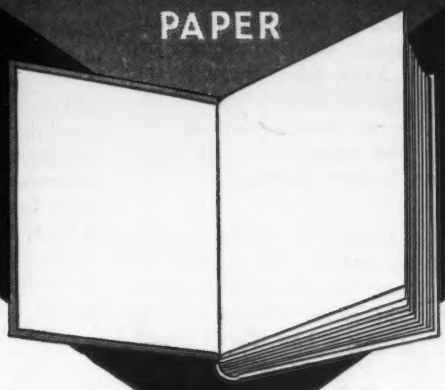
Write for new catalogue

Manufactured by

JOHN JACQUES & SON
93 Webster St. Worcester, Mass.

Tuftex

END AND FLY LEAF PAPER



Just inside the book cover

—is there a strong or weak joint?

Tuftex is made especially for end and flyleaf purposes and insures maximum strength and long folding life. It has a clean uniform color and a quality appearance. The special Tuftex finish absorbs paste evenly but does not allow it to penetrate and stick in the joint. Notice how well Tuftex takes printing. In no ordinary paper will you find combined to such a high degree all these features so essential to permanent satisfaction.

Tuftex is not expensive. The saving in repair costs effected by the use of Tuftex will more than offset any difference in price per pound.

Write for working samples

★ The HOLLISTON MILLS, Inc. ★
NORWOOD, MASSACHUSETTS
BOSTON · NEW YORK · PHILADELPHIA · CHICAGO · ST. LOUIS

under the masthead of the "Elbe-news."

Every month friend Rabinof has some little feature that stands out prominently.

His latest stunt is a guide to the Elbe File & Binder Co. plant, based on the natural surmise that many of his readers and customers might want to pay a visit to the plant and that they may know what to expect, or, after they have been through the plant, Rabinof presents a copy of the latest issue to them, in which the guide, in the exact order the tour was made, is given in detail.

* * *

"THERE are 22 distinct steps from end to end," says the copy. "When in the neighborhood, drop in. The guide will be glad to explain to you just how it's all done."

And then the various steps are listed as follows:

General offices, advertising, accounting, metal plant, assembling room, metal polishing, ruling department, receiving department, stock room, cutting department, bookbinding department, printing department, gold stamping section, embossing division, air-brush room, punching machines, collating tables, tabbing machines, padding equipment, riveting machinery, examining room, shipping department.

* * *

FEW, perhaps, know that EDWARD S. MILLS, *the newly elected president of the* NATIONAL ASSOCIATION

Edward S. Mills

. . . his company over 200 years old

OF BOOK PUBLISHERS, *heads a publishing house whose history dates back over 200 years.*

Practically all of us know that Mr. Mills is president of LONGMANS, GREEN & CO., *of New York City, but I'll hazard the thought that the venerable history of this well known publishing company is frequently overlooked in these busy days of publishing.*

Established in London in 1724 the house of Longmans, Green & Co., is now in its 206th year.

* * *

PRIOR to the War of Independence in this country many of the books published by the firm were exported to the United States. In the 70's the company expanded considerably. *C. J. Mills* was sent to New York in 1875 to act as agent for the firm. In 1889 it was decided to convert the agency into a branch house. Mr. Mills was appointed manager, which subsequently acquired a large measure of autonomy. The American company is today headed by *Edward S. Mills*, son of C. J. Mills. Since its American inception the company on this side of the water has therefore been directed by the Mills family.

* * *

THE American company also has branches in Boston and Chicago, while there are also branches in Toronto, Bombay, Calcutta and Madras.

Believe it or not, Longmans, Green & Co., through its Indian branches, publishes books in Urdu, Hindi, Bengali, Sindhi, Nepali, Tamil, Telugu, Maratji, Gujuarati, Malayalam, Kanarese, and also in the Burmese and Siamese languages.

Books are also published in England in the South African local vernaculars, such as Cape Dutch or Afrikoons, also Kaffir, Zula and Sesuto, and are exported to South Africa.

* * *

VISITING the offices of the *National Adhesives Corp.*, 820 Greenwich street, New York City, the other day, my attention was attracted to a bronze tablet, which had been hung in the executive offices.

I learned that the tablet had been presented at a recent directors meeting to *Alexander Alexander*, president of the company, by his associates.

The tablet reads as follows:

"A Token of
Respect, Admiration
and Affection for
ALEXANDER ALEXANDER
President of the
NATIONAL ADHESIVES CORPORATION
From his Associates
In appreciation of
The Sagacity, Fidelity
and Inspiration
Of his leadership
1929"

I think that's a mighty fine tribute, don't you? By the way, the National Adhesives Corp., is this year observing its 35th anniversary, having been established in 1895.

* * *

REMEMBERING I hadn't seen GEORGE WASHER *for some weeks I dropped into the plant of the* CHARLES FRANCIS PRESS, *New York City, only the other day, and found the genial superintendent of that company's bindery engaged in mailing off a batch of pamphlet samples to* LESLIE BOLTON *up in Hartford.*

The last time I saw Bolton he told me that George Washer and other members of the PAMPHLET GROUP *of*

George Washer

"ardent booster for production records. . ."

the EMPLOYING BOOKBINDERS OF AMERICA *were doing yeoman service in helping him to compile the study on average production records for pamphlet binding.*

* * *

ASKING him for his opinion on the study Bolton is making, George, who is a member of the Pamphlet Group Committe, said:

"Pamphlet production records as compiled by the Pamphlet Binders Group will be received with open arms by the members of the Employing Bookbinders Association. These records will tend to stimulate interest in cost production, provide something authentic to prove to some binders that prices should be revised upward, and actual figures available to the customer to substantiate a better selling price.

"We are hopeful that before the next convention is called there will be available enough data to issue production records that show the actual working condition so far as production goes, of a combination of representative plants throughout the country."

"PIECES OF EIGHT"

THE Spanish Main—marauding buccaneers—buried treasure—always the lure of precious metals driving men on to high deeds and low.

NASHUA GLOFOIL

The inexpensive foil for hot stamping

has the glint and glow of genuine metal, yet it is the product of modern chemistry. On any hot stamping machine it releases at moderate temperatures, making extreme heat unnecessary.

The impression it leaves on book cloths and imitation leather is bright, clean, sharp, permanent.

Where a distinctive effect is desired but its attainment is limited by cost, use GLOFOIL.

In the eight standard colors and grades listed at the left, with extra grades for unusual jobs that require special treatment.

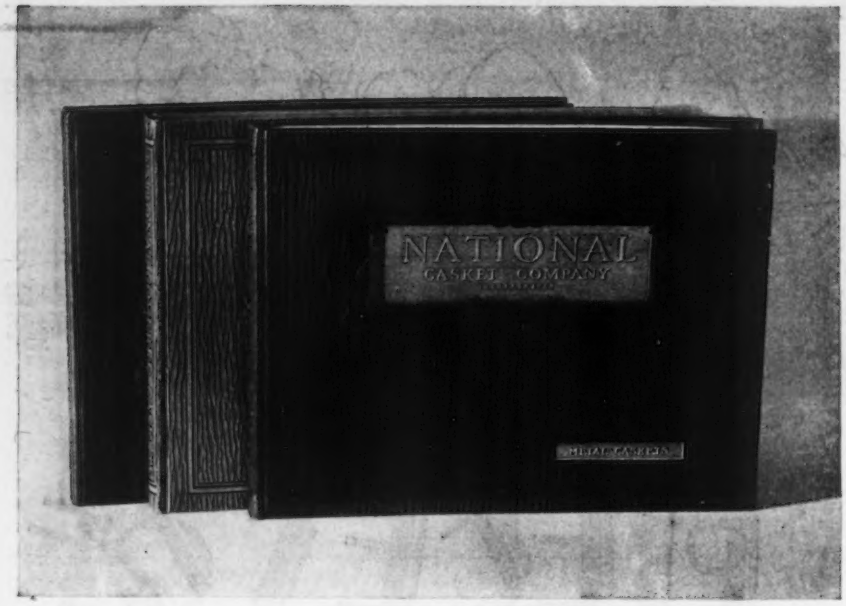
A practical sheaf of samples will be sent for test purposes to bookbinders who ask for it. Or send us the material you consider stamping and we will recommend the right GLOFOIL for brilliant results.

PALE GOLD	100
LEMON GOLD	200
PALE LEMON	204
DEEP GOLD	150
PLATINUM	250
GREEN	400
BLUE	450
RED	500

Glofoil is manufactured by Nashua Gummed and Coated Paper Co. at Nashua, New Hampshire, and is distributed to the Bookbinding trade by

THE HOLLISTON MILLS, Inc.

BOSTON.....531 Atlantic Ave.
NEW YORK.....32 W. 18th St.
PHILADELPHIA...222-224 N. 15th St.
CHICAGO.....812 W. Van Buren St.
ST. LOUIS.....311 North Second St.



"Creative opportunities exist for the bookbinder wherever the manufacturer's representatives, dealers, or agents find it impossible or inconvenient to carry the full line of products."

AT first glance, it would seem to be a drop of several thousand kilometers between the undertaking business and better bindings.

However, the relation, in a bookbinding sense, is closer than appears on the surface.

The *National Casket Co., Inc.*, had a complicated catalog problem and the binder solved it for them.

For instance, it was necessary to issue catalogs which would not only show the funeral director the National line but would also help the director to make an adequate showing to his customer. A separate book was issued for each type of casket, metal, hardwood and covered, and the three were packed together in a box when sent to the dealer, in this case the funeral director.

As mentioned, a feature of the catalogs are the covers, which are of imitation leather, deeply grained, giving a rich but conservative appearance.

The function of the set thus becomes the same as that of the counter book, which so many manufacturers of bulky or varied merchandise place in the hands of retailers who are unable to carry the full line, and who can use the catalogs to show the customer a greater selection, which is obtainable on order.

The catalogs were printed at the Barta Press, Cambridge, and the binding done by the Boston Bookbinding Co. (Photo courtesy "Printers' Ink.")

* * *

WHEN I explain that these paragraphs are going to concern perfume, my readers will doubtless say: "What's perfume got to do with bookbinding?" But patience, dear reader, patience.

The scene opens in the West 57th street office of *Richard L. Simon* of *Simon & Schuster*, those two "boy" marvels of the book-publishing world.

Mr. Simon is telling me about a batch of new orders which had just come in for "The Technique of The Love Affair," which is one of the few perfumed books on record. It seems that the house wanted to give the book an added appeal for the girls and thus requested the *H. Wolff Estate*, which bound up the book, to give it a special treatment.

Knowing that in the office of BOOKBINDING MAGAZINE we have a library of bookbinding *curiosa*, Mr. Simon generously gave me a copy. I left it in my overcoat. Maybe I didn't have a job explaining all about that perfume to the wife; that is, until I told her that the book was a present from dear hubby.

* * *

OTTO HUGO, plant superintendent of the H. WOLFF ESTATE, *planned and superintended the job. While over to the Wolff plant the other day, I asked Otto about it. "We put the perfume in the glue," said Hugo, "and before the casing-in, sprayed the pages."*

I wonder what Simon & Schuster would do if they got out a book entitled, "Famous Drinks of Yesterday"? "Special treatment," I'll wager, would result in the sales running into the millions.

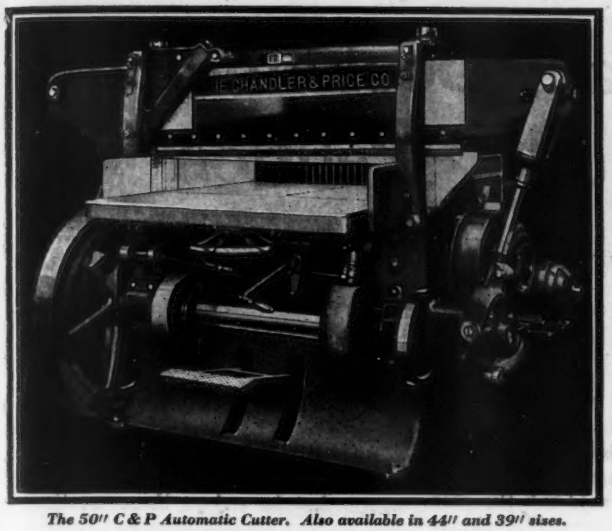
* * *

THE Boston office of the Peerless Roll Leaf Co., is still known as the "Boston office" but—strange to relate—it isn't in Boston at all.

For the office and its personnel recently treked across the Charles River to Cambridge, which somehow just won't merge with its larger sister city, even though there's a subway running from downtown Boston to Harvard Square.

The office was formerly at 120 High street, Boston, and is now at 552-554 Massachusetts avenue, Central Square, Cambridge. I received the accompanying picture the other day, showing the office interior. In the photograph, from left to right, are P. F. Cullen, Miss A. C. Schatz and E. L. Donahoe.

From left to right: P. F. Cullen, Miss A. P. Schatz, and E. L. Donahoe



The 50" C & P Automatic Cutter. Also available in 44" and 39" sizes.

Is Yours a Cost-Cutter or a Profit-Cutter?

DOES your paper cutter spoil work through inaccurate cutting?

Does it slow your production and reduce your volume by faulty operation and lack of capacity?

Does it cause dissatisfaction and lost business through time-wasting delays and imperfect work?

If you can afford to tolerate a machine of this kind your profits are bigger than they have any right to be.

In these days of sharp competition and lowering prices your only chance to increase your profits is to cut your costs at every corner.

The C & P Automatic Cutter is a cost-cutter because it is engineered and built to meet the modern demand for faster, larger and better production.

Its many advanced features, its speed, ease of operation, extreme accuracy, reduction of spoilage, ruggedness, long life and all-around dependability insure utmost value for your cutter investment.

You won't commit yourself to anything by asking for the full details.

Chandler & Price
PAPER CUTTERS & PRESSES

THE CHANDLER & PRICE COMPANY
Cleveland, Ohio, U.S.A.

AN ADHESIVE FOR EVERY MACHINE OR HAND OPERATION

There is not a job in your plant that calls for a flexible glue of unvarying uniformity and quality that cannot be done better and more economically with

MIKAH

FLEXIBLE GLUES

A full line with a definite glue perfectly adapted to every standard or special requirement, every machine or hand operation.

Other Mikah Adhesives:

BOOK GLUES
PADDING GLUES
BINDER GLUES
CASE MAKING GLUES

NATIONAL ADHESIVES CORPORATION

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER OF ADHESIVES

More Vocational Bookbinding Urged in Guild Petition

¶ N. Y. Bookbinders Guild Asks Education Board to Consider Importance of Bindery Training

By HERBERT J. STOECKEL

WITH the action based on the conviction that the calibre of the apprentice material now entering the bookbinding industry should be improved, the New York Bookbinders' Guild, at the February meeting held on the 19th of last month at the Annex Grill, 18 West 33rd street, voted to petition the Board of Education of New York City to give training in bookbinding due consideration in the vocational plan in the city's schools.

The question of apprentices has been discussed many times at Guild meetings and it was determined to petition the board after it had been learned that vocational bookbinding was lagging in New York City, rather than going ahead. While it is realized, various members said, that the training gives the pupil only the fundamentals, nevertheless it was felt that even such limited courses are bound to have a salutary effect on the industry, if only to direct the minds of ambitious boys into the channels of book manufacture.

Future Bindery Workers

If bookbinding could only be taught on a bigger scale, with machine operations, the situation would be vastly improved, it was stated, and the petition was regarded as the first step in a concerted effort to emphasize to the Board the importance of the bookbinding and book manufacturing industries and the necessity of grooming boys, who had become interested in bookmaking, as future bindery workers.

Talks on Glue Brushes

The guest speaker was W. R. Wright (Rubberset Co.), who spoke on glue brushes. He described the origin of the bristles, in Russia and China, used in the manufacture of the brushes.

Questions from the members chiefly concerned the length of the bristles in the brushes used for gluing-off, since it was stated there was a need of a brush for this specific purpose.

Many operators in gluing-off frequently cut off the bristles to the desired convenient length, it was said, in order that they could rub the glue more thoroughly in between the signatures. Another common practice was to use a brush for pasting and after the bristles had been worn down, turn it over to the operator who was gluing-off.

To cut off the bristles of a brush is to shorten its life, the speaker said, and he expressed his interest in a gluing-off brush, which could be satisfactorily used at once in this operation.

Production Problems

The meeting was a late one and the members discussed various production problems as viewed from the angle of their individual experience.

While the attendance at the meetings keeps up well, it was felt that it was not representative enough of the plants in New York City and the decision was made to do more "missionary work" among absent members and plant executives who are not yet members.

As one member expressed it:

"I'm sure that any member will agree that he enjoys these meetings and always obtains practical suggestions and ideas which will help him at his plant.

"This can be seen by the varied questions which are handed in before the meeting and which come up impromptu during the meeting. To bind a book is one thing and to bind and stamp it in the best way, so as to make a durable and lasting book also an attractive volume, is another thing.

Exchange of Ideas

"It would appear that any plant executive should know all about these things. It happens, however, that there are so many quirks, also major and minor problems, constantly cropping up in the day's work at the bindery that none of us can say we cannot profit by these meetings.

"To exchange these ideas is the purpose of the Guild."

Improved Power Cutter

(*Continued from page* 50)

Marking of stock to be cut is prevented by providing the clamp with a 2-inch false clamp-plate, which is removable. The double-acting starting lever at the left-hand side of the machine leaves the operator's right hand free to operate the clamp wheel. The heavy clamp wheel is 25 inches in diameter.

New Diamond power cutter

The table in front of the knife measures 20½ inches in length. The height of the table from the floor is 38 inches. Oil tubes convey lubricating oil to all parts of the machine, while the inclosed worm gear is constantly and automatically oiled. Two single studs connect the worm gear with the knife bar. The solid knife bar has the double-shear stroke.

The heavy driving shaft, 1 11/16 inches in diameter, is ground and polished and has three bearings. The clutch-driven flywheel runs in Hyatt and anti-friction bearings. There is instant accessibility to the three knife adjusting screws which are in full view of the operator. The back-gage arrangement is known as the triple-split and provides for various quickly made adjustments.

SCHUYLKILL LINING PAPER

"the best end sheet made"

Gane Brothers & Lane, Inc. J. L. Shoemaker & Co.

Schuylkill Paper Company

DORNEMANN & CO., MAGDEBURG (GERMANY)

MANUFACTURERS OF HIGH-CLASS

BRASS TYPE FOR BOOK FINISHERS
GUN METAL TYPE FOR GOLD BLOCKERS
CUTTER CRUSH TYPE FOR SHOWCARD MAKERS

The superior quality of our productions is universally acknowledged.
See our catalogues containing the most modern and up-to-date selections.

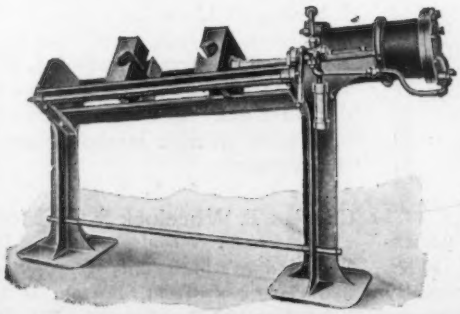
Agents for U. S.:—Karl Krause, U. S. Corporation, 121 Varick St., New York City

Berry Pneumatic Bundling Presses

The Berry Pneumatic Bundlers are manufactured in three models exerting a pressure of from 3500 to 6000 pounds; ranging in price from $375.00 to $850.00. No gears—nothing to get out of order. These machines may be operated by a girl.

With these Pneumatic Presses, the same pressure is obtained whether you are pressing ten signatures or five hundred.

In use in most of the up-to-date binderies throughout the United States and foreign countries.

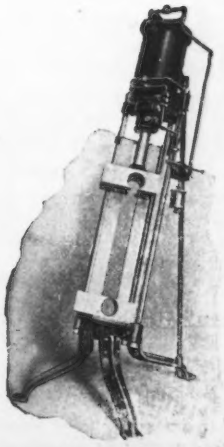


Horizontal Model

Send for illustrated folder

BERRY MACHINE COMPANY

716 N. First Street
St. Louis, Mo.



Vertical Model

What's New in New York

Estimator's Club of New York Addressed by Louis Siegel

Louis Siegel, head of The Trade Bindery, Inc., of New York City, was one of the speakers at the February meeting of the Estimators' Club of New York, held February 18 at the Printing Crafts Club. Mr. Siegel discussed the functions of the trade pamphlet bindery plant and the printer who does not maintain his own bindery. The speaker also said the

Louis Siegel

binder was often in the position to save the printer money by suggestions as to size of paper, etc., for pamphlets and booklets.

Mr. Siegel described the layout of his own plant, comparing it to a "one-way street." There is no retracing of steps, he said.

When the job enters the bindery it goes to the preparatory man, who routes it through the plant. Each department is responsible for its part in the work, and the problems of that aspect of the production must be solved by the head of that department. Each department is given typewritten instructions in advance, telling them of the jobs it is to receive.

* * *

Montauk Bookbinding Corp. Adds to Equipment

Montauk Bookbinding Corp., 192½ Greene street, New York City, had added to its equipment recently.

Henry A. Gober is president of the company and Isidor Werbel secretary-treasurer. Morton Gober is in charge of production.

Established in 1923 the Montauk Bookbinding Corp. has a production capacity of 8,000 books daily.

* * *

Acme Bindery Service Starts

Acme Bindery Service has begun business at 146 West 25th street, New York City, where 2,000 square feet of space are occupied. Pamphlet binding, folding and general job work will be done. I. Luckson, formerly a partner in the Atwood Bindery, 120 East 14th street, is proprietor. The latter bindery is still continuing under the same name.

* * *

Bell Ruling & Binding Co.

Bell Ruling & Binding Co., of New York City has been incorporated. The attorney is E. B. Kaufman, 37 Wall street, New York City. Capital is given at $15,000.

* * *

Leslie A. Fainlight in New Field

Leslie A. Fainlight, formerly with the Kelsey-Risden Co., Inc., New York City, and well known to many bookbinders in New York, has become a partner in the Joel-Murray Co., Inc., 251 West 19th street, New York city, specialists in advertising and sales promotion. Mr. Fainlight will devote his future activities to contacting the trade, offering sales and advertising counsel.

Karl Krause U. S. Corporation Now Located in New Quarters

Karl Krause U. S. Corporation, New York, the sales and service organization of Karl Krause, Leipzig, manufacturers of automatic paper cutters, embossing and stamping presses, bookbinding and box making machinery, are now settled in their new and larger quarters at 121 Varick street, New York City. A complete exhibition of machinery may be seen in their showrooms.

* * *

New York Book Binding Co. Adds New Machinery to Equipment

Increase of business has caused the New York Book Binding Co., 333 Hudson street, New York City, to inaugurate a program of expansion of the plant. New equipment has been added, including a Model B Cleveland folder, 25 x 38 inches, a Dexter folder, 38x 50 inches, a tying machine, a 44-inch cutter and a gluing machine.

S. Grabowetzky is proprietor of the company, which was established in 1916, and which has enjoyed a steady growth from the start.

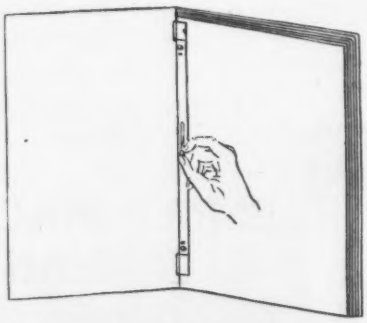
* * *

Returns from Florida Trip

Rudolph Tauber, president of Tauber's Bookbindery, Inc., 238 William street, New York City, recently returned from an automobile trip to Florida, on which he took his daughter.

Recently Patented Binder Lock Featured by Chicago Company

The J-K Loose Leaf Lock Co., 508 South Dearborn street, Chicago, is featuring the J-K Loose Leaf Binder Lock, which is designed to give a loose



leaf book the appearance of a permanent bound book.

The chief feature of the recently patented device, according to the company, is a convenient slide rivet, which shifts back and forth releasing and locking instantly, and no rods, posts, or handle bars are used.

The company also claims the lock can be used for all grades of binding, hard, semi-flexible or one-piece binding stock, and is said to be just as simple to bind as to sew on the wings of a flexifolder.

* * *

New Rogers Grinder

Samuel C. Rogers Co., 191-205 Dutton avenue, Buffalo, N. Y., has issued an 8-page illustrated price list, effective March 1 on the new machine tool dealers form. The list announced a new knife grinder manufactured by the company.

* * *

Charles T. Wheelock & Co. Moves

Charles T. Wheelock & Co., Inc., bookbinders' materials, formerly at 226 Congress street, Boston, is now located at 139 Pearl street. The telephone number is Liberty 7287.

What You Can Expect	WHY?
Greatest amount of power with the least effort.	Because all friction is reduced and motion minimized.
Proper heat and clear cut impressions.	Because the rheostat can be regulated to control the heat at any degree indicated on the thermometer.
To save gold.	Because the automatic feed will register and space exactly as it is set.
Many other advantages of the machine.	Because we are also binders and know your problems.

Our sliding table is sold as extra equipment.

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Slade, Hipp & Meloy
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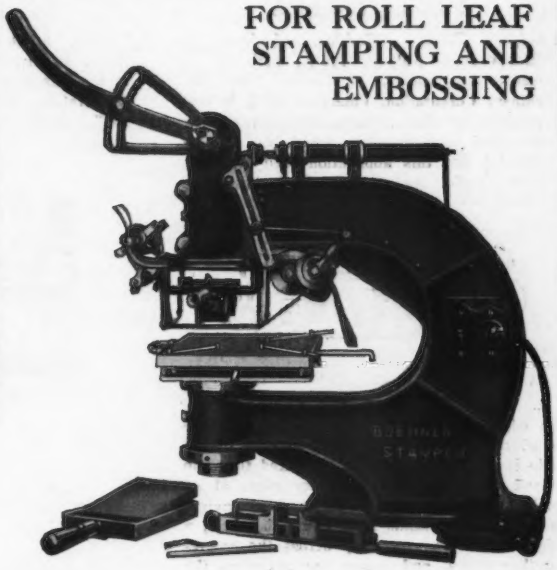
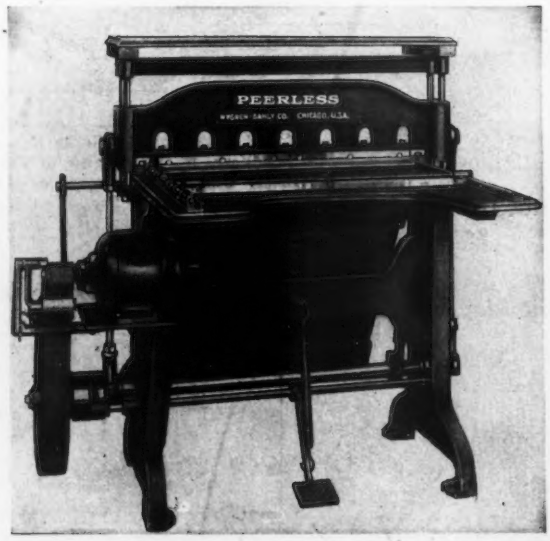
The BOEHNER STAMPER

FOR ROLL LEAF STAMPING AND EMBOSSING



IMPROVED BOEHNER BINDER CO.
AURORA, ILLINOIS

A *Truly Interchangeable Die Unit*



THE Peerless Round Hole Perforating Machine contains an Interchangeable Die Unit that can be replaced in your own plant and by your own workmen.

The unit is complete with an inlaid hardened steel die plate, a steel stripper, a steel pin holder and semi-hardened steel pins.

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NYGREN-DAHLY COMPANY
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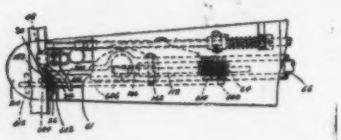
Patents and New Equipment

Folding Machine

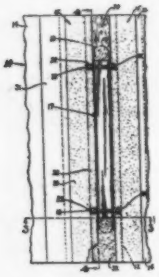
1,733,362. Folding Machine. Andrew R. Ridderstrom, Nahant, Mass., assignor, by mesne assignments, to United Shoe Machinery Corporation, Paterson, N. J., a Corporation of New Jersey. Original application filed June 24, 1921, Serial No. 480,177. Divided and this application filed Apr. 19, 1923. Serial No. 633,120. 8 Claims. (Cl. 12—55.)



1. A machine for wiping a strip across the edge of a sheet of material to one face of which, along the said edge, an edge of the strip is secured so that the sheet and the strip extend from the secured-together edges at an angle to each other, the said machine having, in combination, means for feeding the sheet, a wiper for wiping the strip across the secure-together edges, and means for actuating the wiper in a plane at an angle to the direction of feed in a direction oblique to the plane of the sheet.

* * *

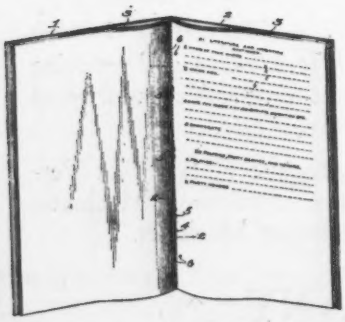
Book-Binding Mechanism



1,732,444. Loose-Leaf Book-Binding Mechanism. Fred N. Lang, Chicago, Ill. Filed June 2, 1928. Serial No. 282,392. 4 Claims. (Cl. 129—24.)

* * *

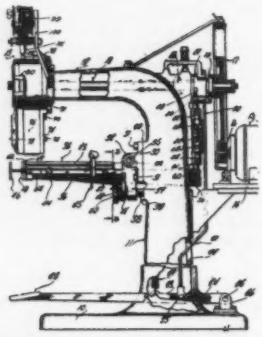
Blank Book



1,733.048. Blank Book. Cyrus W. Beale, Richmond, Va. Filed Nov. 26, 1926. Serial No. 150,949. 6 Claims. (Cl. 281—38.)

Stitching Machine

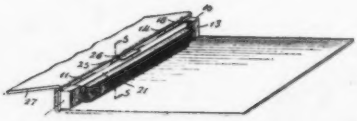
1,733,328. Stitching Machine. Elmer W. Belluche, Racine, Wis., assignor to The Christensen Machine Company, Racine, Wis., a Corporation of Wisconsin. Filed Oct. 5, 1927. Serial No. 224,193. 4 Claims. (Cl. 1—11.)



1. A wire stapling machine, comprising a reciprocation to the head member, formers carried by the head member, means for feed-support, a head member reciprocatingly mounted on the support, cam means for imparting a length of wire to the formers, a reciprocatingly mounted rack, a second cam for actuating the rack, said cam moving in unison with the first mentioned cam means, and gears connecting the rack with the formers whereby varying movements between the head member and rack impart rotation to the formers to bend the length of wire into a staple.

* * *

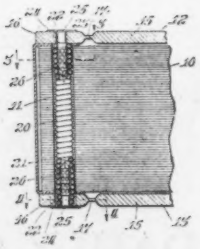
Loose-Leaf Binder



1,710,331. Loose-Leaf Binder Edward Aberle, Nutley, N. J. Filed Dec. 9, 1926. Serial No. 153,480. 6 Claims. (Cl. 129—19.)

* * *

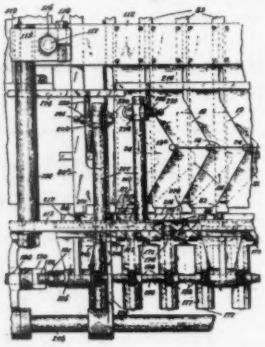
Loose-Leaf Binder



1,727,108. Loose-Leaf Binder. Harold W. Julius, Chicago, Ill., assignor to Edward J. Joyce, Chicago, Ill. Filed Nov. 30, 1928. Serial No. 322,825. 9 Claims. (Cl. 129—23.)

Bookbinding Machine

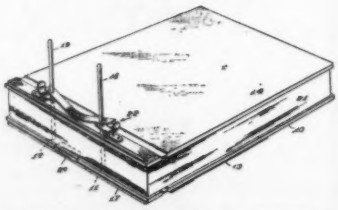
1,731,818. Bookbinding Machine. Charles A. Juengst, Croton Falls, N. Y., assignor to American Assembling Machine Company, Inc., Memphis, Tenn., a Corporation of Delaware. Filed May 14, 1921. Serial No. 469,693. 62 Claims. (Cl. 112—21.)



1. A bookbinding machine comprising: means for advancing a signature group in an upright position with the folded backs of the signatures lowermost, a plurality of guides entering into the signature group at the advancing end thereof, one guide between the halves of each signature of the group, and a plurality of needles, one for each signature of the group, operating in the space produced by the guide and stitching each signature through the back.

* * *

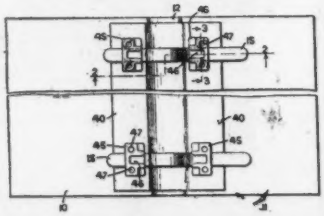
Bookbinder



1,734,134. Bookbinder. William Russell Kline, New York, N. Y., assignor to The McBee Binder Company, Athens, Ohio, a Corporation of Ohio. Filed Dec. 22, 1927. Serial No. 241,871. 2 Claims. (Cl. 120—12.)

* * *

Loose-Leaf Book Binder



1,733,503. Binder for Loose-Leaf Books and Like Articles. Waldo A. Maas and Gerald Basil Sykes, London, England. Original application filed Dec. 6, 1927, Serial No. 238, and in Great Britain Dec. 6, 1926. Divided and this application filed June 26, 1928. Serial No. 288,488. 5 Claims. (Cl. 129—41.)

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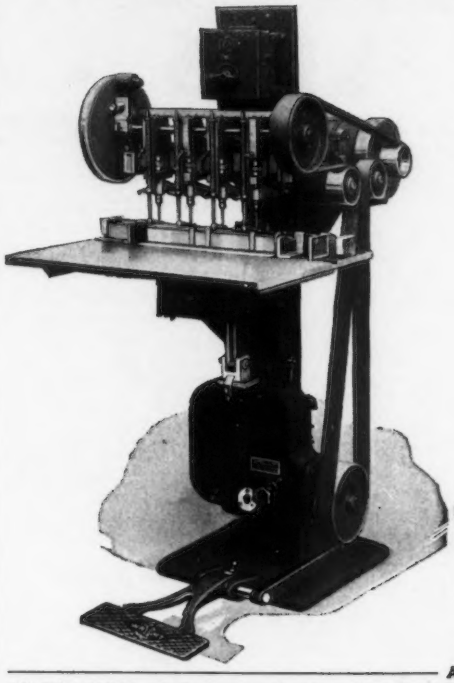

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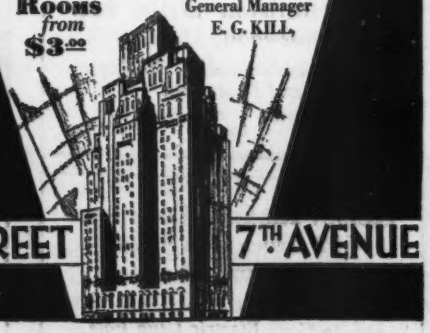

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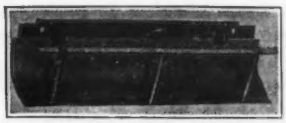

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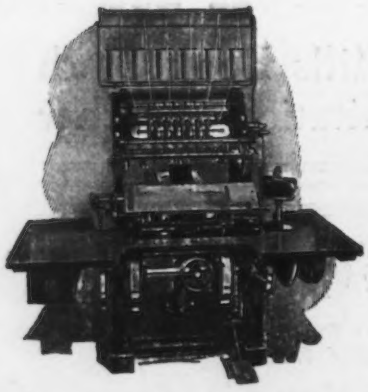

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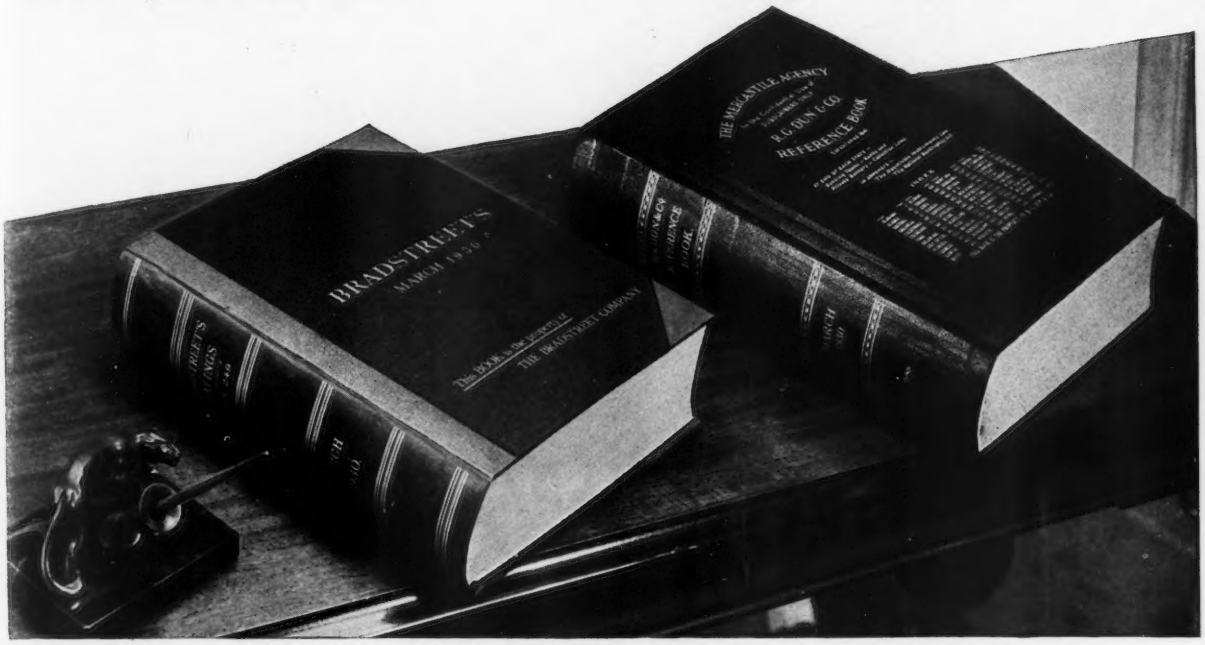

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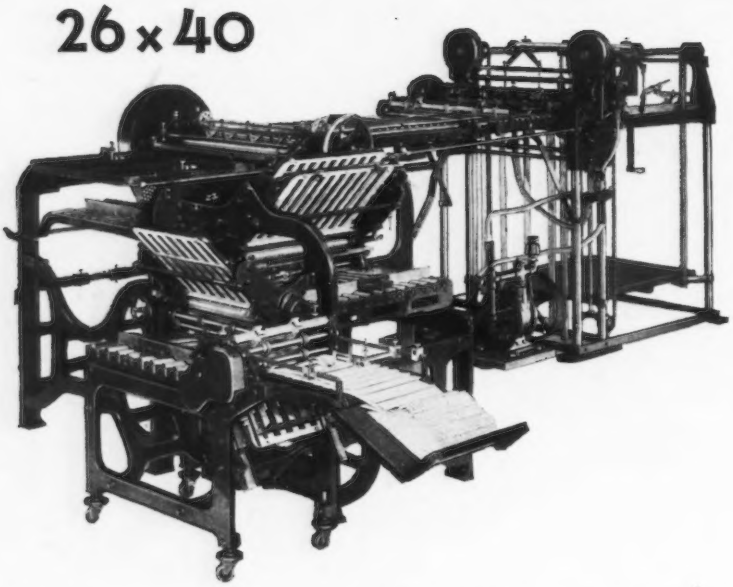

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